

Assessment of Master Thesis

Master Thesis opponent: Ing. Květa Olšanová

Master Thesis author: Arjola Bimaj

Subject: **Psychology of Pricing**

Demand factors:		
Theoretical background		Above - average
Data used		Above – average
Methodology used	Average	

Criterion	Scale			
	Excellent	Very good	Satisfactory	Unsatisfactory
Overall objective achievement		X		
Self-reliance of author		X		
Logical structure		X		
Using of literature, citations	X			
Adequacy of methods used		X		
Depth of analysis		X		
Form of MT: text, graphs, tables		X		
Felicitousness		X		

Usefulness of results in practice and theory:

The topic of the theses is contemporary, useful, though very complex. I would like to highlight the excellent work with the literature sources, citations, as well as comprehensive review of the theoretical aspects of pricing psychology in Chapter 1 and detailed psychological pricing framework in Chapter 2. The explanation of the DHL IT price setting procedures as part of their regular business planning cycle proved author's profound understanding of the topic and brought valuable insights for the SWOT analyses and the conclusions. My few concerns relate to parts 2.2 (page 30) with inaccurate understanding of the new product development price setting (price as the P&L driver is one of the variables of the budget setting, not vice versa), and 2.3.2 where the author to certain extent misleads product positioning with shelving and distribution strategy. Analyses of the internal, no profit driven service provider in relation to his pricing strategy limits the theses per definition.

Discussion topics for defense:

1. Why do you think that pricing on parity with competitors should be highlighted as strength of the DHL IT SWOT analyses and what is the competitive intelligence data source behind the claim?
2. What explains differences in prices per country and why do you perceive it as weakness?

Master Thesis **is recommended for the defense**

Grade proposed: 2

Prague, May 29, 2013

Signature of opponent