

# Posudek vedoucího diplomové práce

Studijní program: **Mezinárodní ekonomické vztahy**  
 Studijní obor: **Mezinárodní obchod**  
 Akademický rok: **2014/2015**  
 Název práce: **Nation Branding of Developing Countries**  
 Řešitel: **Bc. Veronica Sendrea**  
 Vedoucí práce: **Ing. Petr Pavlík, M.A., CSc.**  
 Oponent: **Ing. Tereza De Castro, Ph.D.**

|    | Hlediska                            | Stupeň<br>hodnocení |
|----|-------------------------------------|---------------------|
| 1. | Stupeň splnění cíle práce           | 1                   |
| 2. | Logická stavba práce                | 1                   |
| 3. | Práce s literaturou, citace         | 1                   |
| 4. | Adekvátnost použitých metod         | 2                   |
| 5. | Hloubka analýzy ve vztahu k tématu  | 1                   |
| 6. | Vlastní přístup k řešení            | 1                   |
| 7. | Formální úprava práce               | 2                   |
| 8. | Jazyková a stylistická úprava práce | 1                   |

## Konkrétní připomínky a dotazy k práci:

The Master's Thesis of Veronica Sendrea "Nation Branding of Developing Countries" represents a very original and rather unusual topic of study for university students. It is also a relatively new field of research, most of the relevant literature dates after the year 2000.

The notion "brand" can be defined as a name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers. According to one of the definitions, "nation branding" can be understood as an interdisciplinary field of research at the crossroads of marketing, international relations, public relations and public diplomacy.

Most of the ideas contained in the thesis have been quoted from or inspired by publications of Simon Anholt and a small number of other authors. However, V. Sendrea has been able to reflect in a qualified way the essential ideas included in the source publications and elaborate a well structured text.

The thesis consists of three chapters. The first one describes theory and practice of nation branding, main definitions and some critical approaches. The second one deals with four principal areas where nation branding plays an important role: exports, foreign direct investment, tourism promotion, and development co-operation. The third and last chapter contains two case studies of nation branding – the author has chosen the cases of Uruguay and Thailand. I consider this chapter as a very valuable contribution to the selected topic of study.

Questions for defence of the thesis:

- 1) What specific features of developing countries have to be taken into account in the field of nation branding, as compared to the situation of highly developed countries?
- 2) Are there any solid arguments for the perception of nation branding as a neoliberal tool in a globalising world?
- 3) How is the situation in Moldova and Romania with respect to the issue of nation branding?

**Závěr:** Diplomovou práci **doporučuji k obhajobě.**

Navrhovaná výsledná klasifikace práce: **1**

Datum: 03. 01. 2015

**Ing. Petr Pavlík, M.A., CSc.**  
vedoucí práce