

Posudek oponenta 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 hodnocení
1.	Stupeň splnění cíle práce	1
2.	Logická stavba práce	1
3.	Práce s literaturou, citace	1
4.	Adekvátnost použitých metod	1
5.	Hloubka analýzy ve vztahu k tématu	2
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 presented diploma thesis elaborates on a relatively new topic – Nation Branding of Developing Countries. The author has proven both her theoretical knowledge and knowledge about developing countries, their economies and specifics. The thesis follows a standard structure, all chapters are logically arranged. It is obvious that the author has put a lot of time and effort into putting all relevant information together. In the last chapter she implemented her knowledge of nation branding in case studies of Uruguay and Thailand. Since the name of the thesis stresses Nation Branding of Developing Countries I could use more examples on particular countries throughout the text even though the author decided to focus on broader framework. On the other hand I understand that gathering such data might be difficult. The thesis contains several formal gaps such as numbering of chapters. More tables and graphs might be helpful to underpin the statements. Overall, I consider the thesis successful and give credit to the selected topic which is rather new.

Questions for the oral defense:

1. Based on your findings do you consider yourself an advocate or opponent to nation branding? Please justify.
2. In your thesis you also mentioned a couple methods how to measure nation branding. How reliable are these methods and their results? Is there any better way how to measure such perception?

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

Navrhovaná výsledná klasifikace práce: **1**

Datum: 05. 01. 2015

Ing. Tereza De Castro, Ph.D.
oponent práce