Assessment of Master Thesis – Opponent

Study programme: **Economics and Management**
Field of study: **International Business - Central European Business Realities**
Academic year: **2014/2015**
Master Thesis Topic: **Innovative Marketing Trends as a Response to the Changing Consumers**
Author's name: **Kaan Keskin**
Ac. Consultant's Name: **Ing. Petr Král, Ph.D.**
Opponent: **Ing. Marija Zlatić, Ph.D.**

	Criterion	Mark (1–4)
1.	Overall objective achievement	**1**
2.	Logical structure	**2**
3.	Using of literature, citations	**1**
4.	Adequacy of methods used	**1**
5.	Depth of analysis	**2**
6.	Self-reliance of author	**1**
7.	Formal requirements: text, graphs, tables	**1**
8.	Language and stylistics	**1**

Comments and Questions:

The Master's thesis covers up-to-date trend in marketing, mobile marketing with regards to interconnection between changing consumer behavior and technology development. In addition, this work provides information on how experiential and relationship marketing integrate with mobile marketing. The research question with hypothesis is well set. Methodology used corresponds to the research question. Primary research brings significant added value in answering the research question. By addressing the Net Promoter Score, the Author introduced the latest tool in assessing customer satisfaction and helping companies receive direct feedback and involvement for its customers. As the score is not equally important to each industry, the research should have regarded a specific business/industry. Given the level of the theory and the analysis provided, the thesis deserves better-elaborated conclusion with clear summery of most significant findings and recommendations that help marketers improve the business's prospects for growth.

1. The Author argues that for mobile marketing practices to work and integrative and constant approach is needed. How does the Author see this consistency being implemented via mobile marketing strategy? 2. Net promoter Score (NPS) is about turning customers into promoters with a help of precise and easy to measure metrics. The research showed that fun and discounts triggered 16,5% of respondents to promote. What is the Authors opinion on why these categories didn 't work on 65% of those who fell into detractors' group? What should companies do in order to set the right mix of categories that will turn detractors to promoters?

Conclusion: The Master Thesis is recommended for the defence.

Suggested Grade: **1**

Date: 01. 06. 2015

Ing. Marija Zlatić, Ph.D.

Opponent