



Assessment of Master Thesis – Academic Consultant

Study Program: **International Business - Central European Business Realities**

Author's Name: **Ivan Rozman**

Ac. Consultant's Name: **Ing. Jaroslav Halík, MBA, PhD.**

Master Thesis Topic: **Strategic Analysis of the Job Portals in the Czech Republic**

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

Comments and questions:

The Master Thesis of Ivan Rozman concentrate on the strategy and marketing support of internet labour portals helping people to find jobs in the Czech labour market. Based on his own experience with the website www.aulink.cz the Author provides an overview on marketing and strategic management theoretical terms and concepts (Chapter 1), then elaborates the analysis of the Czech marketing environment (Chapter 2), continues with the SWOT analysis of the company owning the website (Chapter 3), and based on previous formulates the business strategy to be successful within other competitors in the Czech internet job portals (Chapter 4). The characteristic of success factors and overall factual description of the Czech labour market follows (Chapter 5). Finally the Author recommends the complete marketing mix and an implementation strategy for final set-up of the entire business.

By my opinion the Thesis represents a solid base for a business development plan that can be used for a start-up of the Czech internet job portal www.aulinks.cz. The author proved deep understanding of marketing and management theory, and was able to apply it on a practical example. His analysis of the Czech labour market as well as his determination of a need in having useful job portals within, shows author's high interest and range of knowledge over

the topic. The final recommendations are very practical and his marketing mix strategy seems to have high practical usefulness. The negative side of the Thesis is its lower level of English and the layout of the text which not always meets the the technical requirements for scientific texts at Prague University of Economics.

Question: What initial budget might be needed to start-up an internet labour portal in the Czech Republic? What are the sources of money return to such a deal? After how many years the portal starts being profitable?

Conclusion: The Master Thesis **IS** recommended for defence.

Suggested Grade: 2-1 (depends on the defence)

Date: 28. 5. 2015

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