

Assessment of Master Thesis – Opponent



Study programme: **International Economic Relations**

Field of study: **International Business - Central European Business Realities**

Academic year: **2014/2015**

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

Author's name: **Bc. Ivan Rozman**

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

Opponent: **doc. Ing. Ludmila Štěrbová, CSc.**

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

Comments and Questions:

MT meets all the requirements. It has logical structure and the theoretical part is applied in the practical approach. It is evident that the author is very much interested in the given issue, studied it in depth and shows a high level of its understanding. The goal of the MT was achieved, conclusions are clear and correspond to the provided analysis. Questions: 1. How the marketing mix for a new comer at the market that is already saturated should be different? How the promotion has to be specific? 2. How much or less important is that a job portal bears a name that evokes employment offers and requests?

Conclusion: The Master Thesis is recommended for the defence.

Suggested Grade: **1**

Date: 29. 05. 2015

doc. Ing. Ludmila Štěrbová, CSc.
Opponent