

Master's thesis evaluation by the supervisor

Title of the Master's thesis:

Country of Origin Effect and the Impact of Brand Nationality on Quality Perception in the Luxury Goods Market

Author of the Master's thesis:

Silvie Dittertova

Objectives of the Master's thesis:

To investigate the attitudes of high net worth individuals in the Czech Republic toward the country of origin effect, product quality and luxury goods.

EVALUATION OF THE MASTER'S THESIS	
Criteria (max. 10 points per category)	Points awarded
1. The objectives of the thesis are evident and accomplished	6
2. Demands on the acquisition of additional knowledge or skills	8
3. Adequacy and the way of the methods used	6
4. Depth and relevance of the analysis in relation to objectives	6
5. Making use of literature/other resources, citing	9
6. The thesis is a well-organised logical whole	8
7. Linguistic and terminological level	8
8. Formal layout and requirements, extent	7
9. Originality, i.e. it is produced by the student	8
10. Practical/theoretical relevance/applicability	7
Total score in points (max 100)	73
Final grading	Good (3)

Overall evaluation and questions to be answered in the course of the defense:

The author selected the interesting and highly relevant topic of country of origin effect, and she chose to examine it within the luxury goods market in the Czech Republic. Overall, the thesis is well organized. The first section is particularly strong and within her research, the author has consulted a wide variety of subject-related resources. The research section in the second chapter would have been further strengthened by the inclusion of additional interviews; however, given the nature of the research group, qualitative research, even limited in scope, represents a necessary base for future quantitative research. A deeper level of analysis would also have strengthened the overall impression. QUESTION(S) for the defence: Which other areas of country of origin effect would the author recommend for study in the Czech Republic, and why? Apply the previous question to the Central European context and consider multiple markets.

Name of the Master's thesis supervisor:

Gina Cook, PhD

Occupation of the Master's thesis supervisor:

Assistant Professor, University of Economics, Prague

September 6, 2015

Signature of the Master's thesis supervisor