

Master's Thesis Evaluation by the Supervisor

Title of the Master's Thesis:

Changes to the marketing strategy of the airline industry in Europe to the proliferation of low-cost airlines in Europe

Author of the Master's Thesis:

Jan Keprta

Goals of the Master's Thesis:

The goal of the thesis is to analyze the changes to the marketing strategy of the network carriers in Europe.

EVALUATION OF THE MASTER'S THESIS	
Criteria (each max 10 points)	Points awarded
1. The goals of the thesis are evident and accomplished	9
2. Demands on the acquisition of additional knowledge or skills	9
3. Adequacy and the way of the methods used	9
4. Depth and relevance of the analysis in relation to goals	9
5. Making use of literature/other resources, citing	10
6. The thesis is a well-organised logical whole	10
7. Linguistic and terminological level	10
8. Formal layout and requirements, extent	10
9. Originality, i.e. it is produced by the student	10
10. Practical/theoretical relevance/applicability	9
Total score in points (max 100)	95
Final grading	výborně (1)

Overall evaluation (cca 150 words):

The author chose a unique topic for which he had a lot of enthusiasm. He was quite independent and motivated during the thesis writing process, a fact which contributed to the overall quality of the final work. The thesis includes analysis of both the existing literature on the topic and primary quantitative research conducted by the author. Overall, the goal of the thesis is clear and accomplished. Questions for the defense: 1) Based on the existing insights gained, what other major areas of focus would the author recommend for further research into this industry? 2) The author's research focused on the European market. Given his knowledge gained on the airlines industry as a whole, does he suppose the situation is similar in other major world markets? Why or why not?

The name of the supervisor:

Gina Cook, PhD

The employer of the supervisor:

KMO VSE

14 January 2016

Signature of the supervisor