

Assessment of Bachelor Thesis – Academic Consultant



Study programme: **International Economic Relations**

Field of study: **International Business**

Academic year: **2015/2016**

Bachelor Thesis Topic: **Vietnamese-Czech and Czech-Vietnamese Cultural Standards in Business Negotiations**

Author's name: **Veronika Nguyenová**

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Opponent: **Ing. Přemysl Průša, Ph.D.**

	Criterion	Mark (1–4)
1.	Overall objective achievement	2
2.	Logical structure	1
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:

Topic of the Vietnamese-Czech and Czech-Vietnamese Cultural Standards in Business Negotiations is very relevant given the increasing interactions between these two cultures in the Czech Republic combined with still insufficient description and understanding.

The thesis is based on profound analysis of relevant literature related to cultural studies. In-depth description of Czech and Vietnamese culture is covered as well as the development of business relations between these two cultures is introduced in detail.

The group of respondents is both relevant and sufficient for the research. The critical situations seemed to reflect only general cultural interactions and to be so strong that respondents hardly recalled more critical incidents exclusively specific for business situations. This issue needs to be clarified at the defence.

In total eight cultural standards were identified, of which five Czech from Vietnamese perspective and three Vietnamese cultural standards from Czech perspective, where each was accompanied with quotes from interviews with respondents. Derived cultural standards are thoroughly compared with theoretical background.

The thesis is both interesting to read and brings practical recommendations for Vietnamese people when dealing with Czechs.

Questions:

1. How do you explain that respondents were so influenced by the critical incidents from their general life that they had hard time to identify business specific ones? Do you have any explanation from cultural theories?

2. What would you suggest to do at Faculty of International Relations to improve cultural competencies of its students and employees?

Conclusion: The Bachelor Thesis is recommended for the defence.

Suggested Grade: **2**

Date: 05/07/2016

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