

Assessment of Bachelor Thesis – Opponent



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**

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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	2
4.	Adequacy of methods used	2
5.	Depth of analysis	2
6.	Self-reliance of author	2
7.	Formal requirements: text, graphs, tables	1
8.	Language and stylistics	1

Comments and Questions:

The theoretical part of the thesis covers the most important problems, it is clearly structured and based on average number of resources, which means there is some space for improvement.

The Czech and Vietnamese history is depicted rather superficially, without any explanation of the links to the cultural dimensions, the habits could have been described more deeply as well as the economic situation and its development in both countries.

I have also discover one mistake, concerning the Czech history, as the author mentioned that the Czech Republic was the part of the Soviet Union, which is not true.

The practical part is based on a proven methodology, although I miss there the explanation, how the respondents have been chosen and why. Generally, the practical part is well performed, the research is valid and the research outcomes provide useful information.

Therefore I am convinced the thesis brings an added value both for a further research and a business life in practice.

Questions:

1. Were there any differences in the answers of various age groups of respondents, is there any correlation between the perception of the cultural standards and the various age groups?
2. Is the image of Czechs and Vietnamese developing in time?
3. What is your own experience? Can you confirm the conclusions discovered in your study?
4. Would you recommend to a Czech person/company to set up a business in Vietnam? What would be the most difficult obstacles?

Conclusion: The Bachelor Thesis is recommended for the defence.

Suggested Grade: **2**

Date: 05/14/2016

Ing. Přemysl Průša, Ph.D.

Opponent