

# Assessment of Bachelor Thesis – Opponent



Study programme: **International Economic Relations**

Field of study: **International Business**

Academic year: **2015/2016**

Bachelor Thesis Topic: **Czech Cultural Standards from Vietnamese Perspective in Study and Work Environment**

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

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

## Comments and Questions:

The theoretical part of the thesis is very well structured and based on a thorough literature overview and theory explanation. I must also highlight and appreciate the application of the theory on the Vietnamese and Czech culture, even though the historical perspective is rather brief, in my opinion, and the consequences of the historical development (to the current cultural dimensions) are not clearly linked and explained.

The research in the practical part is laid out very well, although in the methodology I miss the explanation, how the respondents have been chosen and why. I also wonder, why have for the explanation of the cultural dimensions of students and workers been used different concepts (Hofstede x Trompenaars)?

Nonetheless, I really appreciate the whole practical part and the ability of the author to find out valid outcomes from the performed survey.

Questions:

1. Can the difference between the findings of Hofstede and the real situation among Vietnamese students be explained by the change of culture among students (during time), as they are younger (and also more involved in the Czech culture)?
2. What is the prevailing image of Czechs among Vietnamese students?

**Conclusion: The Bachelor Thesis is recommended for the defence.**

Suggested Grade: **1**

Date: 05/14/2016

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