

Master's Thesis Evaluation by the Supervisor

Title of the Master's Thesis:

The Effects of Online and Offline Marketing on Consumer Behavior in the UAE Telecommunication Industry

Author of the Master's Thesis:

Simona Makovska

Goals of the Master's Thesis:

To assess the effects of online and offline marketing on consumer behavior in the United Arab Emirates telecommunication industry.

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	8
4. Depth and relevance of the analysis in relation to goals	8
5. Making use of literature/other resources, citing	8
6. The thesis is a well-organised logical whole	9
7. Linguistic and terminological level	8
8. Formal layout and requirements, extent	8
9. Originality, i.e. it is produced by the student	10
10. Practical/theoretical relevance/applicability	9
Total score in points (max 100)	86
Final grading	velmi dobře (2)

Overall evaluation (cca 150 words):

The thesis is focused on online and offline marketing within the realm of telecommunications in the very interesting UAE market. The author provides a detailed overview of the UAE market, which is a strong point in the thesis. She also conducts primary research focused on CB in UAE telecommunications. The thesis is well structured and relatively well written. Additional depth in the analysis would have strengthened it further as would have a very final proofreading. QUESTIONS: The author mentions opportunities for telecomm companies in the area of social media. Elaborate and suggest some strategies that would take advantage of this opportunity. 2) What areas of further research in this area would the author recommend, and why?

The name of the supervisor:

Gina Cook, MBA, PhD

The employer of the supervisor:

VSE, KMO