

Assessment of Master Thesis – Opponent



Study programme: **International Economic Relations**

Field of study: **International Business - Central European Business Realities**

Academic year: **2015/2016**

Master Thesis Topic: **Analysis of the marketing activities of the INEX-SDA non-profit organization**

Author's name: **Bc. Michaela Zusková**

Ac. Consultant's Name: **Gina Cook, Ph.D.**

Opponent: **Ing. Iveta Černá, Ph.D.**

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

Comments and Questions:

The thesis clearly analyzes the market of NGOs. I appreciate the investigation of the relevant literature, theory and introduction to the history of NGOs in the Czechoslovakia/Czech Republic.. In my opinion, the main contribution of the master thesis consists in the thorough analysis of INEX-SDA and its position on the market.

The links to tables via numbering in the text itself are missing.

1. In regard of financing structure mentioned on the page 63, are Czech NGOs in general eligible for grants from EU structural funds? Under what conditions and programmes? What requirements have to be met? 2. Please briefly detail your opinion on the grant strategy of the Czech government vis-à-vis NGOs.

Conclusion: The Master Thesis is recommended for the defence.

Suggested Grade: **1**

Date: 08/15/2016

Ing. Iveta Černá, Ph.D.
Opponent