

Assessment of Master Thesis – Academic Consultant



Study programme: **International Economic Relations**

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

Academic year: **2016/2017**

Master Thesis Topic: **Consumer Behaviour Towards Online Shopping of Fashion from Foreign Countries
for a Population Between 18 and 25 Years Old**

Author's name: **Alice Berthuy**

Ac. Consultant's Name: **doc. Ing. Ludmila Štěrbová, CSc.**

Opponent: **prof. Régine Vanheems**

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

Comments and Questions:

The MT fulfils requirements given on this type of academich work. The author used in an adequate manner theoretical and methodological approaches to the analyzed topic. The questionnaire used for the research proved to be supportive for the aim of the research and the author has driven correct conclusions from it. The overall achievement is very good.

Conclusion: The Master Thesis is recommended for the defence.

Suggested Grade: **2**

Date: 05/11/2016

doc. Ing. Ludmila Štěrbová, CSc.
Academic Consultant