University of Economics, Prague
Faculty of Business Administration

Master's thesis evaluation by the opponent

Title of the Master's thesis:

Beyond Customer Perception of Price Discriminations: A Consumer Bahavior Analysis and its Implications on Aviation Revenu Management

Author of the Master's thesis:

Katharina Kusch

Objectives of the Master's thesis:

The aim of this thesis is to assess consumer behavior in the airline industry from a perspective beyond the effects of price discrimination, implications on aviation revenue management

EVALUATION OF THE MASTER'S THESIS	
Criteria (max. 10 points per category)	**Points awarded**
1. The objectives of the thesis are evident and accomplished	6
2. Demands on the acquisition of additional knowledge or skills	9
3. Adequacy and the way of the methods used	9
4. Depth and relevance of the analysis in relation to objectives	7
5. Making use of literature/other resources, citing	8
6. The thesis is a well-organised logical whole	6
7. Linguistic and terminological level	9
8. Formal layout and requirements, extent	8
9. Originality, i.e. it is produced by the student	7
10. Practical/theoretical relevance/applicability	6
Total score in points (max 100)	**75**
Final grading	*Very good (2)*

Overall evaluation and questions to be answered in the course of the defense:

The thesis is theoretical and conceptual in its nature. The author showed evident effort in gathering secondary data which is apparent in the amount of literature and authors revised. The added value of the work is in its high-level content that has two-sided orientation: from the microeconomic stand point, the work reviews theory on price discrimination and consumer behaviour theory. However, from the marketing and business side, the thesis lacks clarity in concepts described. What is missing is the self-reliance of the author in terms of interpreting the theoretical concepts in clear manner and with applicable business recommendations. In addition, the thesis suffers from a few spelling and grammatical mistakes that tend to confuse the reader. When it comes to methodology, the choice of empirical study fits well with the theoretical approach of the topic. However, the logic of research questions is somewhat confusing. For example, the author first introduces research questions 4 and 3, than questions 1, 4 and 5. (see page 52, 53)Furthermore, implications on aviatin revenue management are not evident from the data presented. In conclusion, although the research is set too broad and limited in practical considerations, the topic addressed serious challenges for the air travel industry (safety, media, ect.) and identified important factors that impact the behavor of the consumers.Questions: 1. Based on what the author is proposing its own decision making process? Where can we see the authors contribution to the chart presented with figure 10, page 29? 2. The author didn 't address the question of loyalty(e.g. many passengers are loyalty card holders and thus prefer certain companies to others) anywhere in the empirical research; can the author explain why she opted not to include this is the research? 3. Where does the author see the future research in the field will go?

Name of the Master's thesis opponent:

Ing. Marija Zlatic, Ph.D.

Occupation of the Master's thesis opponent:

University of Economics Prague, Department of International Business

I honestly declare that I am not in any allied relationship with the author of this Master's thesis.

January 12, 2017

Signature of the Master's thesis opponent