

Assessment of the Master Thesis – Opponent



Study program: International Economic Relations

Field of Study: International Business – Central European Business Realities

Academic Year: 2014/2015

Master Thesis Topic: Global Financial Crisis and its Impact on German Automotive

Industry: a comparative study on Daimler AG, Volkswagen Group, BMW AG

Author's Name: Bc. Markéta Mecová

Ac. Consultant's Name: Doc. Ing. Karel Brůna, Ph.D.

Opponent's Name: Ing. Jiří Pour

| | 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 | 1 |
| 8 | Language and stylistics | 1 |

Comments and Questions: The thesis is quality, both in theory and empirics. The author has managed the topic very well using a great number of sources, which are cited properly.

- 1) What was the role of *the Community Reinvestment Act* in the global financial crisis?
- 2) How much challenging issue for the German automotive industry are (in your opinion) Asian competitors, who are improving quality fast and are enjoying benefits of lower costs?

Conclusion: Master Thesis **is recommended for the defense**

Suggested Grade: 1

Prague, 18. 8. 2015

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Opponent