



Assessment of the Master Thesis – Supervisor

Study program: Economics and Management

Field of Study: International Business – Central European Business Realities

Academic Year: 2014/2015

Master Thesis Topic: Global risks and their influence on the market entrance strategies of business to business companies

Author: Kirill Rudenko

Supervisor: Gina Cook MA. PhD.

Opponent: Doc. Ing. Ludmila Štěrbová, CSc.

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

Comments and Questions:

The author selected a unique and very current topic in which he had a lot of interest; it was, however, quite a broad approach, covering several subtopics. This, among other things, resulted in some sections being difficult to follow; the overall work and final result could be more focused and concise. More clarity in goal and objective definition as well as implementation throughout the work would have greatly improved the final result. The use of case studies is a positive; however, their inclusion could have been further developed and incorporated. Chapter three could also have been more closely coordinated. The thesis would have benefited from an additional round of harmonization of the various parts in order to achieve a more integrated and coordinated whole. In addition, a final proofreading would have eliminated some of the minor, but unnecessary, typos.

Discussion topic for defense:

- What are the major shortcomings of current risk management? What possibilities might exist to overcome them?
- What future areas of research could be further developed in this field?

- Given the ever changing dynamics of international business and the many global risks that affect them now, how, in the author's opinion, should organizations better prepare to mitigate these challenges?

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

Suggested Grade: 3, depending on the defense

Prague, 22 January 2015

.....Gina Cook.....

Supervisor