

# Assessment of Master Thesis – Opponent



Study programme: **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's name: **Bc. Kirill Rudenko**

Ac. Consultant's Name: **Gina Cook**

Opponent: **doc. Ing. Ludmila Štěrbová, CSc.**

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

## Comments and Questions:

The MT fulfils all requirements, it has, however, some negative aspects, namely the fact that the author did not concentrate on marketing B2B strategy as the title promised, but on an entry strategy in general. The NT is consisting of three main chapters. The first one aims to be a theoretical background to the analyzed topic. The author, however, provides some theoretical pieces without noting, why he mentions namely these theories (for example, only 3 international trade theories). Moreover, the theories are not explained in a correct way, there are missing important aspects of them and the overall explanation is very superficial. He omitted also some measurement for international trade, did not list trade measures in an explanatory way, etc. It is not also clear, why he mentions growing importance of marketing in the theoretical Framework of the MT, and he does not deal with marketing theory (I would expect the B2B marketing theoretical approach). The chapter two is aimed at case studies, and explains also a methodological approach to their analyses. The author, however, does not rely very much on literature that exist in this field and therefore this chapter lacks some fundamental methodological aspects that could have been than reflected in the analysis itself. The chapter three is aimed at findings and explanations. The conclusion reflects the argumentation provided through the MT. It is not concentrating on marketing strategy, but more on an entry strategy that is to extended for bringing some value added as for the topic of the MT. At the defence: Discuss the global risks that companies face in their marketing, namely B2B marketing (without taking in consideration if it is at domestic or foreign market). Provide recommendations for a market entry B2B marketing strategy – what is a must, what is necessary to be avoided, etc. – use a company you analysed in your MT.

**Conclusion: The Master Thesis is recommended for the defence.**

Suggested Grade: **3**

Date: 23. 01. 2015

**doc. Ing. Ludmila Štěrbová, CSc.**  
Opponent