

Bachelor's Thesis Evaluation by the Supervisor

Title of the Bachelor's Thesis:

Branding of Russian payment system - Case Study Payment system "MIR"

Author of the Bachelor's Thesis:

Iuliia Trofimchuk

Goals of the Bachelor's Thesis:

Goal of Research: Analysis of the image and the attitude of the population to the national payment system "Mir" as a result of branding process.

Output: the effect of branding on the acquisition and use of national payment system "Mir"

EVALUATION OF THE BACHELOR'S THESIS	
Criteria (each max 10 points)	Points awarded
1. The goals of the thesis are evident and accomplished	7
2. Demands on the acquisition of additional knowledge or skills	9
3. Adequacy and the way of the methods used	8
4. Depth and relevance of the analysis in relation to goals	7
5. Making use of literature/other resources, citing	9
6. The thesis is a well-organised logical whole	8
7. Linguistic and terminological level	5
8. Formal layout and requirements, extent	8
9. Originality, i.e. it is produced by the student	9
10. Practical/theoretical relevance/applicability	8
Total score in points (max 100)	78
Final grading	velmi dobře (2)

Overall evaluation (cca 150 words):

The presented thesis deals with the issue of branding in the banking system in Russia on the example of „MIR“ payment system. In theoretical part of the work, author describes key concepts of branding, specifics of branding in Russia and in banking industry. This part of the work is logically structured and presents interesting review of literature. In practical part, author describes the political background which led to the introduction of „MIR“ payment system, she than shortly describes main competitors Visa and Mastercard and describes the process of introduction of Mir system on the case study of Zapsibcombank and other Russian banks. The value of the practical part could be improved by deeper analysis, as the presented case study is mostly descriptive, with limited critical analysis of the process. Quality of the work is also affected by a large number of unnecessary grammar errors. Questions: 1) In your opinion, to what extent was the success of „Mir“ system affected by the strength of Visa and Mastercard brands and to what extent was the success affected by practicality issues? 2) How do you explain the success of „MIR“ cards in Crimea? What could be the reasons?

The name of the supervisor:

Ing. Martin Machek, Ph.D.

The employer of the supervisor:

Department of Marketing