

Master's Thesis Evaluation by the Opponent

Title of the Master's Thesis:

The Millennial Shopper: Rethinking Customer Experience in the Digital Age

Author of the Master's Thesis:

Bc. Zuzana Sleziaková

EVALUATION OF THE MASTER'S THESIS

Criteria (each max 10 points)	Points awarded
1. The goals of the thesis are evident and accomplished	8
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 goals	8
5. Making use of literature/other resources, citing	9
6. The thesis is a well-organised logical whole	9
7. Linguistic and terminological level	9
8. Formal layout and requirements, extent	10
9. Originality, i.e. it is produced by the student	10
10. Practical/theoretical relevance/applicability	9
Total score in points (max 100)	90
Final grading	výborně (1)

Overall evaluation (cca 200 words):

The main objective of the thesis was to investigate the Czech millennials' consumer shopping behaviour and the main drivers behind their purchasing decisions. I consider the main goal to be achieved. There are additional objectives mentioned in the introduction, specifically studying the millennials' behaviour throughout the entire customer journey (pg.1) and comparison to other population segment (pg.2) which were omitted and not finished. The attitudes of Gen Y towards purchasing is the topic that is currently broadly discussed in both academic and business environment. Author's conclusions, findings and recommendations are applicable in the Czech retail. The thesis is well structured and rich in sources. I'd specifically highlight the author's approach to the primary data collection consisting of both qualitative and quantitative research with Gen Y respondents and her ability to draw specific conclusions and implications for the business. I believe the depth of the quantitative research analyses could be extended.

Question/s from the opponent:

What are the key drivers behind lower share of Czech millennials doing on-line shopping compared to the "global millennial consumer" as mentioned on pg. 72. Determine specifics of the Czech millennials compared to other population segment (Gen X).

The name of the opponent:

Květa Olšanová

The employer of the opponent:

University of Economics in Prague

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

31 August 2017

Signature of the opponent