

Master's Thesis Evaluation by the Oponent

Title of the Master's Thesis:

The Role of Digital Advice in Consumer Behaviour

Author of the Master's Thesis:

Bc. Adam Rajnoha

Goals of the Master's Thesis:

Describing the role of Digital Advice in Consumer Behaviour

Evaluation:

	Criteria	Description	Max. points	Points
Content 70%	Output Quality	Results are well presented, discussed - substantiated, relevant and original (i.e. novelty produced by the author). They are of high practical/theoretical relevance.	20	20
	Goals	The goals of the thesis are evident and accomplished.	10	10
	Methodology:	Methods are adequate and used correctly in relation to pre-set goals.	20	17
	Theory/ Conceptualization:	Demonstration of an in-depth understanding of the topic area (state-of-the-art) including key concepts, terminology, theories, definitions, etc. based on a literature survey. Literature review.	20	20
Formal requirements 15%	Structure:	The thesis is a consistent, well-organised logical whole.	3	3
	Terminology:	Linguistic and terminological level.	4	4
	Formalities:	Formal layout and requirements, extent, abstract.	4	4
	Citing:	Quality of citations and reflection of Ephorus results.	4	4
Delivery 15 %	Presentation document:	Is the presentation itself structured in a clear way? Is it appealing and easy to follow? Does it convey the message efficiently?	5	
	Presentation skills:	Are you conveying the message efficiently and timely? Do you use appropriate words, speed, tone of voice, gestures, movement etc. to express your thoughts in a clear manner?	5	
	Argumentation:	Are you able to readily and briskly react to questions or comments? Are you able to explain unclear parts and connect comments to relevant places in your presentation or parts of particular analyses? How well are you able to defend to your ideas and recommendations?	5	

Other comments:

The thesis offers detailed theoretical description of the Digital Advice technology in Consumer Behavior. Since the research on this topic is limited, I especially welcome the Practical part of the thesis which includes author's extensive data analysis. Despite the large amount of initial data, author was operating with the additional dimension which brought the Methodological limitations to the thesis. However, I still found the input from additional dimension of being highly relevant for the practical usage.

I appreciate author's concrete recommendations for businesses and interesting thought about the technology and consumers evolvement. Author's interest and expertise within the topic is reflected in the quality of the thesis.

Questions or comments to be discussed during the thesis defence:

One of your recommendations was connected to the efficient Data usage. How exactly would you recommend to use the data in the fields you mentioned (Marketing, Product Development)?

The name of the Oponent:

Mag. Markus Linder

The employer of the Oponent:

Smart Information Systems GmbH

Date 21. 12. 2017

Signature of the Oponent:


