

Date: March 15, 2018

Subject: opponent's report Filipa Vencovského

To whom it may concern,

I have read the thesis of Filipa Vencovského with the title: "E-service Quality Measurement From Customer's Point of View". The thesis studies the topic of e-Service Quality and how customer reviews can be used a way to measure e-Service Quality.

e-Services have become ubiquitous in today's world and hence the topic of e-Service Quality is a timely and important topic. The work is based on a solid review of the literature and a definition of the main concepts in the research. In doing so the candidate took a critical stance on the existing literature and evaluated to what extent it applicable to e-Services. Based on his assessment of the current state, the candidate found an interesting niche of using customer reviews for measuring quality of e-Services.

In the thesis, the candidate demonstrates to be able to study the topic from different angles while using a good mix of qualitative and quantitative methods. However, it should be noticed that I am not an expert in all the technical aspects of the quantitative research methodology presented in the thesis. Nevertheless, I observe that the research contributes to new insights in the (e-)Service Science literature by proposing new methods for measuring e-Service Quality. Also the practical implications of the work have been demonstrated in the case studies, however remain a bit underexposed in the conclusions of the thesis.

So far I could observe that the work has been published in two conference proceedings. The quality of the conferences is moderate and a good starting point for a Phd student. However, I would recommend being a bit more ambitious with regards to further publications based on this work.

The thesis itself is well written with a good structure and a logical flow of the argument. However, the English spelling and grammar could have had a bit more attention. But it did not influence the proper understanding of the thesis.

Based on my assessment of the thesis **I recommend the thesis for a defence before the Commission.**

For the defence I have two questions that I would like to ask to the candidate:

- In my view, one of the goals of measuring the e-Service Quality is to be able to improve the quality of the e-Service. Based on your research, do you think that the content of the reviews is detailed enough to define actions to improve the e-Services?
- A common problem of customer reviews is that there are also fake reviews. If a company is plagued by bad reviews there is the opportunity to hire companies that sell positive reviews. What is the impact of fake reviews on your research and what did you do to check if fake reviews are a problem in the data sets that you studied?

Last but not least I would like to thank University of Economics in Prague for this opportunity to review the work of Filipa Vencovského. I have met him at the BISS institute when he visited us and I

am happy to see that he did such a wonderful job. Good luck with the defence and I am confident that the candidate will do well.

Best regards,

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