

Assessment of Master Thesis – Academic Consultant



Study programme: **International Economic Relations**

Field of study: **International Business - Central European Business Realities**

Academic year: **2017/2018**

Master Thesis Topic: **Sharing economy as an emerging global trend. The case of OFO in The People's Republic of China.**

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Ac. Consultant's Name: **Ing. Květa Olšánová, Ph.D.**

Opponent: **Ing. Pavla Neumannová**

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

Comments and Questions:

The objectives of the proposed thesis are to highlight the future opportunities and threats of the sharing economy by understanding the sharing economy phenomenon through different scholars' perspectives, by distinguishing the specific features in the Chinese sharing economy and by analyzing the bike-sharing as a growing sector of the sharing economy through the case of the ofo company. The first chapter covers profound literature review of the current theoretical sources framing the sharing economy, sorts the current definitions and formulates author's own approach to defining the sharing economy. To finish the theoretical review the author draws clear advantages and disadvantages of the sharing economy. The second chapter dedicated to sharing in China aims to explain and categorize the factors driving the growth of the sharing economy in China and gives examples and reasoning for failures of strong international players. The case of ofo company is subject of the third chapter. Profound characteristics of the company's business model, competition (using Porter's five forces) and 4P's is provided including author's own summary of ofo's business model in the form of business model canvas. To complete the situational analyses author's own research results are presented through both qualitative and quantitative research methods. The quantitative part was conducted through online survey amongst 20-30 years old respondents living permanently or temporarily in selected big cities in China with the objectives to explore key motivations, usage and attitudes of the respondents towards ofo and its competitors. Additionally, qualitative research in the form of in-depth interview with the industry expert was conducted and interpreted. Results of the exploration was summarized in SWOT analyses and following the opportunities in SWOT the final recommendations on future development were drawn. I consider the objectives of the thesis to be fully delivered. I appreciate author's serious engagement to the topic of sharing economy, Chinese sharing and the ofo case. The recommendations are based on background in the form of reviewing high quality literature sources including the original Chinese articles, on the categorizing the data from the situation analyses of the industry and ofo company, on interpreting the data from the primary sources in both qualitative and quantitative research methods.

Questions:

1. Based on your literature review and your own research of the sharing economy phenomena would you please indicate the industries that might be threatened by the sharing economy, following your prediction that "the traditional enterprises will sooner or later have to reconsider the whole model of making business?" (pg. 19). 2. Would you please summarize the advantages of e-bikes concept as indicated in

your qualitative research and compare it to the existing ofo case? How would you explain your expert's position towards e-bikes?

Conclusion: The Master Thesis is recommended for the defence.

Suggested Grade: **1**

Date: 07/05/2018

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