

Assessment of Bachelor Thesis – Academic Consultant



Study programme: **International Economic Relations**

Field of study: **International Business**

Academic year: **2017/2018**

Bachelor Thesis Topic: **American cultural standards from Chinese perspective**

Author's name: **Valeryia Turchanova**

Ac. Consultant's Name: **doc. Ing. Zuzana Křečková Kroupová, M.A., Ph.D.**

Opponent: **Ing. Přemysl Průša, Ph.D.**

	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:

Thesis focuses on very interesting topic of American cultural standards from Chinese perspective, given the amount of Chinese entering into interactions with Americans.

Theoretical part is based on relevant sources of respected scientists. Further cultural roots, values and norms are presented for both cultures.

Practical part uses standard methodology of cultural standards of Alexander Thomas. Author uses the right sample of respondents. Thesis presents well distilled cultural standards based on qualitative research.

Thesis is concluded with useful recommendations for Chinese who plan to work with Americans, which makes the thesis very useful.

I especially appreciate author's ability to get this set of respondents, distant from her own culture, living abroad and willing to participate in the research.

Questions:

1) You were analysing two cultures when both of them are different from your own. Explain why it was beneficial for the research.

2) Given all the identified cultural standards, where do you see the biggest potential for conflict in American Chinese interaction?

Conclusion: The Bachelor Thesis is recommended for the defence.

Suggested Grade: **1**

Date: 16/05/2018

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