

# 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: **Consumer Behavior in the Sharing Economy – Airbnb Consumer Adoption Factors**

Author's name: **Leonor de Almeida Santos Sobreira**

Ac. Consultant's Name: **Ing. Markéta Lhotáková, Ph.D.**

Opponent: **Ing. Jaroslav Halík, MBA, 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	2
5.	Depth of analysis	2
6.	Self-reliance of author	1
7.	Formal requirements: text, graphs, tables	2
8.	Language and stylistics	2

## Comments and Questions:

The objective of the theses is to demonstrate the concept of sharing economy and consumer perceptions and expectation from sharing economy of accommodation services. The concepts are demonstrated and studies on case of Airbnb. In the first chapter author has well analyzed different approaches and definition of sharing economy and collaborative consumption in connection with technology development. Further author has studied some research studies describing development of the sharing economy as well as consumer attitudes towards it. Overall author has demonstrated good level of skill of working with literary resources including analyses and synthesis of studied concepts. In primary research author has concentrated on the accommodation services of Airbnb. Firstly she has analyzed current business model as well as market situation including competitors, in the second step she has applied own research focusing on consumer expectations and limitations of the service. Both quantitative and qualitative research conducted by author shows, that customers use Airbnb just as a convenient and good value for money way to book accommodation rather than a sharing economy concept (interaction with host is only for 10% customers important). The research has brought some interesting conclusions, but could have been more deeply analyzed resulting in more specific suggestions for the company and sharing economy businesses overall.

1. Based on your research, you have identified few internal weaknesses of Airbnb, which the company should work on. What do you consider to be the largest external threats for the company? 2. Sharing economy including Airbnb is moving from pure sharing economy in new type of advertising / communication of commercial services, in case of Airbnb accommodation. How should Airbnb react to this shift in consumer perception of the brand and service? Can changes in consumer demands / expectations on the service change?

SUGGESTED FINAL GRADE 1-2 DEPENDING ON DEFENCE

**Conclusion: The Master Thesis is recommended for the defence.**

Suggested Grade:     **1**

Date: 28/05/2018

**Ing. Markéta Lhotáková, Ph.D.**  
Academic Consultant