

Assessment of Master Thesis – Opponent



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

Comments and Questions:

The master theses focus on the concept of sharing economy, comparing collaborative consumption and access-based consumption approaches. The author firstly describes theoretical background, and explains basic terminology. Most of the text is a compilation of generally known sources. Secondly, in the practical part, she applies the theory on the example of Airbnb company dealing in an accommodation service market. The author tries to determine the crucial consumer adoption factors of Airbnb and relevant key factors which the company can still improve. Based on her own research she formulates final recommendations: Airbnb should improve website design and intuitiveness, as well as considering extras like breakfast included and local transportation tickets for its guests, by incentivizing the hosts in this direction and make possible the inclusion these extras in their accommodation offers. Generally, the master thesis is a good piece of work. The aims and structure are clear, however the analytical part could have been more profound and outcomes more widely formulated. From technical point of view there are few shortcomings, namely in the required formats. Questions: 1) Name other business areas where the concept of sharing economy can be applied. 2) Which cultures are most appropriate for the sharing economy concept, and which are not likely to adapt to it?

Conclusion: The Master Thesis is recommended for the defence.

Suggested Grade: **2**

Date: 20/05/2018

Ing. Jaroslav Halík, MBA, Ph.D.

Opponent