

***Bachelor's thesis evaluation by the supervisor***

***Title of the Bachelor's thesis:***

Digitalization and branding management in the fashion industry

***Author of the Bachelor's thesis:***

Karina Toporova

***Objectives of the Bachelor's thesis:***

This BT aims to determine the influence of digitalization of a brand management in to the performance within the fashion industry. The BT compares the customer experience process with digital elements and a process without digital elements. The five objectives of Operations Management (Slack, et al., 2010) facilitates the process analysis and the comparison within a specific fashion industry firm.

EVALUATION OF THE BACHELOR'S THESIS	
Criteria (max. 10 points per category)	Points awarded
1. The objectives of the thesis are evident and accomplished	10
2. Demands on the acquisition of additional knowledge or skills	9
3. Adequacy and the way of the methods used	9
4. Depth and relevance of the analysis in relation to objectives	8
5. Making use of literature/other resources, citing	10
6. The thesis is a well-organised logical whole	10
7. Linguistic and terminological level	10
8. Formal layout and requirements, extent	10
9. Originality, i.e. it is produced by the student	10
10. Practical/theoretical relevance/applicability	8
<b>Total score in points (max 100)</b>	<b>94</b>
<b>Final grading</b>	<b>Excellent (1)</b>

***Overall evaluation and questions to be answered in the course of the defense:***

The textile industry, together with automobile industry, pioneers several operation management techniques and perspectives. The fashion industry faces an incredible competitive environment on which branding, image and marketing have a crucial role but also the efficacy and effectiveness of the operation have an important part in the success of the industry and its individuals companies. The digital transformation of the economy is the current challenge of the fashion industry. Then, this bachelor thesis reviews the fashion industry and the specifics of one company, which claims digital transformation of its brand. The bachelor thesis implements the perspective of the five objectives of operation management to deploy an analysis of the brand. The aim of the bachelor thesis is fulfilled. The theoretical part has enough information. The presentation of the case is clear. The analysis of each operation management performance objectives provides sufficient information and examples.

The questions for the defence are:

- Which operation management performance objective shows the biggest change? Why?
- What is the next step in terms of operation management that the company should make for further brand digitalisation? Why?

***Name of the Bachelor's thesis supervisor:***

Ing. Felipe Martínez, Ph.D.

***Occupation of the Bachelor's thesis supervisor:***

Katedra managementu