

### *Master's thesis evaluation by the opponent*

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

Cross-cultural analysis of consumer social media engagement

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

Aida Khadzhibiekova

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

Improve understanding of cultural differences in engagement with the brand's social media pages on different platforms and analyze different perspectives on the key areas of social media engagement and social media advertising.

EVALUATION OF THE MASTER'S THESIS	
Criteria (max. 10 points per category)	Points awarded
1. The objectives of the thesis are evident and accomplished	8
2. Demands on the acquisition of additional knowledge or skills	8
3. Adequacy and the way of the methods used	7
4. Depth and relevance of the analysis in relation to objectives	7
5. Making use of literature/other resources, citing	7
6. The thesis is a well-organised logical whole	10
7. Linguistic and terminological level	7
8. Formal layout and requirements, extent	10
9. Originality, i.e. it is produced by the student	8
10. Practical/theoretical relevance/applicability	7
<b>Total score in points (max 100)</b>	<b>79</b>
<b>Final grading</b>	<b>Very good (2)</b>

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

The proposed master thesis presents insight into customer engagement of social media within marketing communication in two culturally different countries. The analysis encompasses identification of reaction of customers to marketing impulses in different social media channels. There are some questionable aspects in the analysis such as the Hofstede's approach. In addition to that, there is no clear linkage between engagement of the social media and growth of sales. Furthermore, the analysis lacks insight into the preferences of different social media used by L'Oreal in communication on different markets. Some expert interviews might have clarified that.

Questions: Clarify how can an impact of social media communication on sales be different in France and Saudi Arabia in L'Oreal company? What is the role of trust in social media engagement?

**Name of the Master's thesis opponent:**

Ing. Petr Jirsak, Ph.D.

**Occupation of the Master's thesis opponent:**

KLOG, FPH, VSE

*I honestly declare that I am not in any allied relationship with the author of this Master's thesis.*

September 2, 2018

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Signature of the Master's thesis opponent