

Assessment of the Master Thesis – Opponent



Study program: International Economic Relations
Field of Study: International Business – Central European Business Realities
Academic Year: 2017/2018
Master Thesis Topic: Online Marketing – Website Promotion Analyses
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Opponent's Name: Ing. Martin Potančok, Ph.D.

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

Comments:

This thesis focuses on the website promotion analyses, specifically of the winemaking company (KTW, Kakhetian Traditional Winemaking). The topic of online marketing in relation to click-and-mortar organizations is interesting and relevant to current research. The aim of the thesis is specified properly (including theoretical and practical part). There are several flaws (listed below) in this thesis.

- Initial statements should be supported by a literature review and links to current research (e.g. *“steady improvements in Internet access on the global scale prove that this domain has great prospects for subsequent development”*, p. 1).
- Methods (p. 4) used within the practical part are not precise (interview is not a method used for design but rather as a data source).
- Literature review should be linked to the main aim of this thesis (there should be a clearly defined relationship).
- It is not clear how website promotion tools (p. 12) and the most widely used indicators (p. 20) were analysed.
- No categorization of respondents was included in the questionnaire. E.g. Answers to questions about mobile apps might vary for different age groups.
- Both overview of KTW's online marketing and recommendations should be structured.
- Some statements are misleading (e.g. *“most popular blogging platforms in the world is Twitter”*, p. 18).

The text of this thesis contains several grammatical errors, e.g. using different writing style (I vs We).

Questions and remarks to the defense:

- Why did author analyse statistics from Google Analytics only for the Czech web sites of KTW?
- How was the interview with the manager (data from interview) analysed?
- Are developed recommendations generalizable also for other wine makers in EU or other countries?

Conclusion: Master Thesis **is recommended for the defense**

Suggested Grade: 3 (good)

Prague, September 4, 2018

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Opponent