

# Assessment of Master Thesis – Academic Consultant



Study programme: **International Economic Relations**

Field of study: **International Business - Central European Business Realities**

Academic year: **2018/2019**

Master Thesis Topic: **Nudging and choice architecture in health – A way to improve nutrition?**

Author's name: **Markus Quirschmair**

Ac. Consultant's Name: **doc. Ing. Ludmila Štěrbová, CSc.**

Opponent: **Dr. Nick Fahy**

|    | Criterion                                 | Mark<br>(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                         | 1             |
| 6. | Self-reliance of author                   | 1             |
| 7. | Formal requirements: text, graphs, tables | 1             |
| 8. | Language and stylistics                   | 2             |

## Comments and Questions:

The MT fulfills all the requirements given on this type of academic work. The author proved to be able to critically assess and evaluate the topic based on a relevant research and knowledges using. The overall achievement is excellent.

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

Suggested Grade: **1**

Date: 21/09/2018

**doc. Ing. Ludmila Štěrbová, CSc.**  
Academic Consultant