

## Assessment of the Master Thesis – Academic Consultant/Supervisor



Study program: International Economic Relations

Field of Study: International Business – Central European Business Realities

Academic Year: 2018/2019

Master Thesis Topic: Customer satisfaction in the Bulgarian civil aviation market - Case study of customer satisfaction analysis of Bulgaria Air

Author's Name: Nadezhda Iliyanova Rusinova

Ac. Consultant's Name: doc. Mgr. Radek Tahal, Ph.D.

Opponent's Name: Ing. David Říha, Ph.D., MBA

	Criterion	Mark (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	1

### Comments and Questions:

The author actively cooperated with the supervisor and at her own conducted the market research based on primary data. The analysis of the data is adequate to diploma thesis requirements.

I suggest the grade excellent.

Questions to defense:

- 1) Would you recommend airlines to apply any segmentation criteria? If so, which ones, (which variables would you apply)?
- 2) What is your opinion about the quality of low cost airlines compared to “conservative” ones? Take into account the business strategy of both these approaches.

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

**Suggested Grade:** 1

Prague, 23. 10. 2018

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Academic Consultant/Supervisor