

Assessment of the Master Thesis – Opponent



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

Author's Name: Nadezhda Rusinova

Ac. Consultant's/Supervisor's Name: Doc. Mgr. Radek Tahal, Ph.D.

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

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

Comments and Questions:

This master thesis is to analyse customer satisfaction with the services provided by the Bulgarian national carrier Bulgaria Air. The conducted survey aimed at measuring overall satisfaction with the airline, identifying factors which impact the satisfaction of the passengers and recognising service gaps.

The thesis fulfils all requirements, which are prescribed by the university.

1. Research results and their application in to the real business – if / how.
2. Discuss your personal, practical experience and difficulties connected with this topic.

Conclusion: Master Thesis is recommended for the defense

Suggested Grade: Excellent

Prague, 17.10.2018

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Opponent