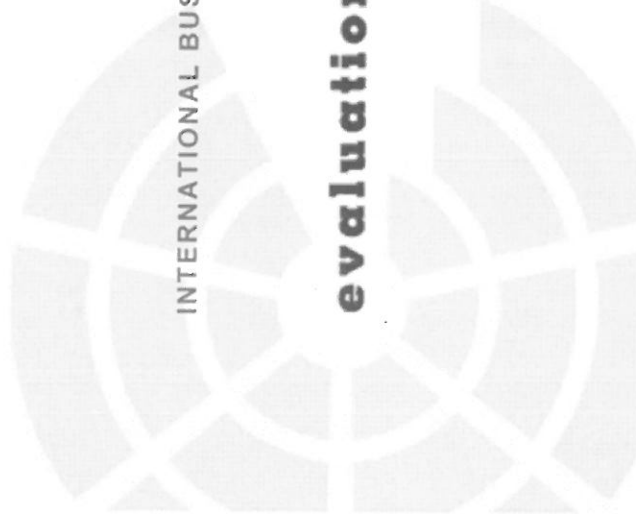




INTERNATIONAL BUSINESS & MANAGEMENT - 2017

evaluation of the master's thesis.

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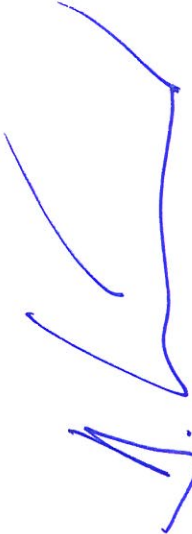
EVALUATION OF THE MASTER'S THESIS

Master's thesis title:	Overcoming Barriers to Insect-Based Food in Europe		
Examinee:	Michal Černý	Student ID number:	1710622002
Supervisor:	FH-Prof. Dipl.-Kfm. Bernd Kirschner	Overall Grade:	2 / 88 pts.

SCORES – OVERALL GRADING SCALE:

- 100 – 90 excellent (1)
- 89 – 80 good (2)
- 79 – 70 satisfactory (3)
- 69 – 60 sufficient (4)
- 59 – 0 unsatisfactory (5)

City, Date: Innsbruck, Oct. 10, 2018

Signature: 
FH-Prof. Dipl.-Kfm. Bernd Kirschner

EVALUATION CRITERIA		COMMENTS	MAX. %	REACHED %
Conception and Definition of Topic				
- The topic chosen is relevant, up-to-date and contributes to the current state of research - Topic is clearly defined and delimited from other subject areas; the purpose of the thesis is clear - The problem statement is formulated precisely and deduced from theory and practice - The aims of the thesis are clearly defined; significant and challenging claim - Research question(s) is narrowed down with a clear focus; link to problem definition is clearly comprehensible		This master thesis aims to analyze and understand the barriers of consumers that hinder them from eating insect-based food. The chosen topic is very relevant and contributes to the current state of research. Problem statement, aims, and research questions are stringent and clearly defined.	15	14
Theoretical Approach				
- A relevant theoretical framework is demonstrated; the current state of research in the respective research area is presented (theoretical background, empirical studies etc.) - An appropriate number of sources has been used to present the theoretical background; the sources meet the quality criteria for scientific references - Clear link between the theoretical discourse presented and the underlying research question - Argumentation is given in a structured and logical way; meaningful connections between and among ideas are made - Analysis/synthesis/evaluation/interpretation of theoretical input is effective and consistent - Independent thinking is evident; content of literature sources is not only summed up		A sound literature review demonstrates a deep analysis of current research in insect-based food; numerous empirical studies are cited. There is a clear link between theoretical discourse and the underlying research question. The author argues in a structured and logical way. However, regarding chapter 3.3: Is it a specific chapter? The theoretical conceptualization shows two approaches: 1. First taste of product / initial consumption 2. Repeated consumption Independent thinking is evident.	15	14

Method/Approach			
▪ The chosen method(s) is/are adequate for answering the underlying research question ▪ The chosen method(s) (with reference to data collection and analysis) is/are correctly applied ▪ Documentation of the method(s) applied is profound and transparent	Research design and qualitative methods are appropriate. The author conducted six plus one interviews. The interviews are applied correctly.	20	17
Results			
▪ The results are completely, accurately and appropriately displayed ▪ The analysis is objective / respectively intersubjective and transparent ▪ The argumentation is consistent and of high quality	The results are accurately displayed, however, they could have been summarized. A final synopsis of the results would have been appropriate.	20	17
Discussion			
▪ The results are discussed and interpreted with reference to the problem statement and the fulfillment of the aims (including the leading research question(s)) ▪ The results are compared with the theory previously presented ▪ The method/approach is critically reflected (limitations) ▪ Implications for theory and practice are carefully considered and presented (future research and managerial implications)	The results are discussed with reference to the initial problem statement and the leading research questions. Recommendations for future research are presented at the end of the Master Thesis.	20	17

Formal Aspects		
- Overall lay-out is appropriate (type face, lists, tables, figures etc.) - The overall structure of the thesis is clear and appropriate; meaningful paragraphing; good use of connectives; complete directories/appendices - Correct application of APA and MCI standards throughout thesis (text, figures, tables) - Reference list and additional relevant lists are complete and formulated according to APA standards - Vocabulary/Grammar: Wide range of vocabulary; accurate form and usage, hardly any errors of agreement, spelling mistakes; clear meaning; accurate use of grammar and structure	Overall lay-out and structure are appropriate. APA and MCI-standards are applied correctly.	10
OVERALL ASSESSMENT		88

CONCLUDING EVALUATION