

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: **Online marketing on Japanese market.**

Author's name: **Shotaro Fujino**

Ac. Consultant's Name: **prof. Ing. Hana Machková, CSc.**

Opponent: **doc. Ing. Ludmila Štěrbová, CSc.**

	Criterion	Mark (1–4)
1.	Overall objective achievement	2
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	1
7.	Formal requirements: text, graphs, tables	3
8.	Language and stylistics	2

Comments and Questions:

The main objective of the thesis Online Marketing on Japanese Market is to analyze so called Glocal Strategy. The thesis attempts to find whether a global private organizations use localization strategy in their business operations and what is the level of localization to globalization strategy. Because of his origins, student has chosen as examples the specificity of the Japanese market mainly. The first chapter is focused on the theoretical background. Student is explaining the difference between traditional marketing and online marketing, including new trends in online marketing. The chapter is concluded by the literature review. The second chapter pays attention to Japanese specifications. In the first part Shotaro Fujino uses web comparative analysis of two global corporations, e.g. American McDonalds' and Japanese firm Sony as a sample. He is using the qualitative approach to prove fixed hypothesis. Online word of mouth comparison between Japanese and Czech nationals has to be taken just as the attempt of the student to offer the possible face to face interview research in the future. The most valuable part of the thesis is the third chapter. The author of the thesis benefits of his personal experience from the e-commerce specialist job position of the well-known Czech software company Avast. Student is using publicly available information as well as internal databases sources. This chapter proves the ability of the student to apply theory in practice. It is a case study of Avast localization strategy to enter successfully the Japanese market.

Conclusion: The Master Thesis is recommended for the defence.

Suggested Grade: **2**

Date: 11/11/2018

prof. Ing. Hana Machková, CSc.
Academic Consultant