

# Assessment of Master Thesis – Opponent



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.**

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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	2
6.	Self-reliance of author	2
7.	Formal requirements: text, graphs, tables	3
8.	Language and stylistics	2

## Comments and Questions:

The MT fulfills the requirements of this type of academic work. It has a logical structure that leads the author to achieving the goal that is stated: to find localization activities of a company in the online marketing, to identify optimum balance between globalization and localization, and consider impacts of such a strategy at the Japanese market. The author based his research on an appropriate theoretical background, it would be, however, necessary to work on the methodological approach in more details. The same concern applies to the depth of the analysis that would require to elaborate more on linkages between the new methods of the online marketing and specificities of the Japanese market. Rules on the format of the MT should have been respected more as well, it is not, however a problem that would impact on the quality of the written text, analysis and conclusions. I appreciate very much the last chapter of the MT, the case study that proves experiences of the author from practice and at the same, proves that the author is able in an adequate manner to apply theoretical knowledge on practice and relevant conclusions of the MT. Questions for the defence: 1. What specifically from the new marketing online trends identified in the first chapter can be applied successfully on the Japanese market generally? 2. What are the market entry barriers that Avast faces at foreign markets, namely in Asia?

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

Suggested Grade: **2**

Date: 18/11/2018

**doc. Ing. Ludmila Štěrbová, CSc.**

Opponent