

Assessment of Bachelor Thesis – Academic Consultant



Study programme: **International Economic Relations**

Field of study: **International Business**

Academic year: **2018/2019**

Bachelor Thesis Topic: **Import of Chinese Consumer Goods to Russian Federation**

Author's name: **Anastasia Tolstykh**

Ac. Consultant's Name: **Ing. Jaroslav Halík, MBA, Ph.D.**

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

	Criterion	Mark (1–4)
1.	Overall objective achievement	3
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	1
8.	Language and stylistics	2

Comments and Questions:

The Bachelor's Thesis focuses on Russian – Chinese trade conditions, and analyses the risks and opportunities of companies that import goods from China and re-sell it in the Russian market. The work contains a lot of interesting and useful information, but the author was not very successful to sort them in a logical manner and derive clear outcomes and recommendations. The content does not fully correspond with the title of the BT, the PEST and SWOT analysis were elaborated on a very general level. I appreciate the detailed description of import contracting, especially transportation and logistics, delivery and payment conditions, and customs clearance procedures. The author has proved a deep understanding of the matter and an ability to apply the theory learned at school on the practical example. The work is written in a readable style, formally it meets all prescribed academic requirements. Questions: 1) Why do you think that the business with China is more profitable and convenient for Russia than trading with Western countries? 2) Concerning the business etiquette, what are the major differences between China and Russia?

Conclusion: The Bachelor Thesis is recommended for the defence.

Suggested Grade: **2**

Date: 09/01/2019

Ing. Jaroslav Halík, MBA, Ph.D.
Academic Consultant