

# Posudek vedoucího bakalářské práce

Studijní program: **Mezinárodní ekonomické vztahy**

Studijní obor: **International Business**

Akademický rok: **2018/2019**

Název práce: **Marketingová kampaň pro studenty z Ázerbajdžánu ke studiu v České republice**

Řešitel: **Viktoriya Lebedeva**

Vedoucí práce: **Ing. Markéta Lhotáková, Ph.D.**

Oponent: **Ing. Markéta Lipavská**

	Hlediska	Stupeň hodnocení
1.	Stupeň splnění cíle práce	1
2.	Logická stavba práce	1
3.	Práce s literaturou, citace	1
4.	Adekvátnost použitých metod	1
5.	Hloubka analýzy ve vztahu k tématu	2
6.	Vlastní přístup k řešení	1
7.	Formální úprava práce	1
8.	Jazyková a stylistická úprava práce	1

## Konkrétní připomínky a dotazy k práci:

The objective of the theses is to identify key factors of attractiveness of Czech universities for students from Azerbaijan. The structure of the theses is logical aims towards its objectives. In the first chapter author has analyzed various factors enabling and encouraging students' mobility. In the second chapters she looked into internationalization of universities with special focus on its geographical aspects. Interesting is third chapter where author looks into motivation of students for studying abroad. She analyzed several research studies, which looked into students' behavior and factors influencing their decision making process. Before introducing own primary research conducted with relevant target group of secondary and bachelors students in Azerbaijan, she introduced market overview of Czech universities with focus on numbers and territories of inbound and outbound students. Author has identified key factors that influence key positive as well as negative factors influencing decision of students from Azerbaijan to study in Czech Republic. Based on these results and with support of analyzed research studies, she has made some realistic suggestions on how to improve attractiveness of Czech universities for Azerbaijan students. Author has demonstrated very good work with literary source, cited them correctly and made effective use of them throughout the theses. The language as well as logical structure of the theses is on high level. 1. Applying results of your research, could you please make three major suggestion on how to improve the strategy of Faculty of International Business and its English programs towards students from Azerbaijan. 2. One of the factors named why not to study on Czech universities was, " Education is not at the highest level". Could you please make three specific suggestions towards improvement of this image? Who should implement them? Can Faculty of International Business and its English programs somehow overcome this obstacle?

**Závěr: Bakalářskou práci doporučuji k obhajobě.**

Navrhovaná výsledná klasifikace práce: **1**

Datum: 6. 5. 2019

**Ing. Markéta Lhotáková, Ph.D.**  
vedoucí práce