

# Posudek vedoucího bakalářské práce

Studijní program: **Mezinárodní ekonomické vztahy**

Studijní obor: **International Business**

Akademický rok: **2018/2019**

Název práce: **Dopad personalizované reklamy na správanie spotrebiteľa**

Řešitel: **Zuzana Kupčová**

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

Oponent: **Ing. Jaroslav Halík, MBA, Ph.D.**

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

## Konkrétní připomínky a dotazy k práci:

Personalized on-line advertising is a hot topic in day-to-day business for different reasons including its rapid development, as well as diverse legal and ethical issues concerning data privacy. In the theoretical part author has well defined personalized advertising and its different aspects and issues connected to its fast development. Author has studied different literary resources and studies concerning customers as a source of data and privacy issues connected to this fact. She considered ethical and legal issues related to the data privacy, its breaches and ways of consumer protection as well as consumer perception of these issues. Author has conducted primary research with the objective to assess impact of the personalized advertising on consumers and their attitude towards their data usage. Research is very well structured, methodology well explained and conclusions well elaborated and interpreted. Final conclusion is generally in line with some other studies mentioned in the literature reviews and indicates the increase in consumer alerts about the data usage by big on-line companies. 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.

Questions: On line advertising is contrary to traditional advertising channels relatively less regulated. A lot of the targeted on line advertising is targeted towards children and teenagers, for whom it might be more difficult to differentiate between advertising and informative content. Would you suggest any regulations, guidelines, ethical self-regulation of advertisers or any other measure?

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

Navrhovaná výsledná klasifikace práce: **1**

Datum: 15. 5. 2019

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