

# Assessment of Bachelor Thesis – Opponent



Study programme: **International Economic Relations**

Field of study: **International Business**

Academic year: **2018/2019**

Bachelor Thesis Topic: **The impact of personalised advertising on consumer behaviour**

Author's name: **Zuzana Kupčová**

Ac. Consultant's Name: **Ing. Markéta Lhotáková, Ph.D.**

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

	Criterion	Mark (1–4)
1.	Overall objective achievement	<b>1</b>
2.	Logical structure	<b>1</b>
3.	Using of literature, citations	<b>1</b>
4.	Adequacy of methods used	<b>2</b>
5.	Depth of analysis	<b>1</b>
6.	Self-reliance of author	<b>1</b>
7.	Formal requirements: text, graphs, tables	<b>1</b>
8.	Language and stylistics	<b>2</b>

## Comments and Questions:

The Bachelor's Thesis focuses on personalised advertising and its strategies. The author examines the consumer's data usage, privacy and sensitivity concerns. She describes the consumer's reaction towards personalised advertisement, examines the relationship between personalised marketing, ad likeability and data usage. The empirical research was done, based on which it was possible to determine to what extent personalisation effects consumers' advertising attitudes and how far it influences their behaviour. The work has a clearly defined goal, logical structure, contains an analytical part and formulates the author's own conclusions. It confirms the author's ability to apply theoretical knowledge acquired during studying at VŠE on a practical example from real life. The author showed a profound knowledge of the issue, used adequate processing methods and found new circumstances that bring creative contribution to the problem. He worked independently and used all relevant and available resources available at present time. Formally, the work meets all the requirements laid down by the legal regulations. That is why I recommend the thesis for defense before the evaluation committee. Questions: 1) Give examples on 4 types of targeted advertising – general, demographic, behavioural and profile. 2) How can virtual reality influence personalised advertising?

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

Suggested Grade: **1**

Date: 31/05/2019

**Ing. Jaroslav Halík, MBA, Ph.D.**

Opponent