Master´s Thesis Evaluation by the Supervisor

Title of the Master´s Thesis:

How the Influencer/celebrity brand endorsement and the identity of the endorser influence the customer engagement.

Author of the Master´s Thesis:

Mohamed Amine Najid

Goals of the Master´s Thesis:

The aim of the study is to extend the literature review in regards to brand endorsements and investigate its impact, along with the influence of the endorser identity, on different indicators of customer engagement. In this sense, the study will address the following variables: self-brand connection, brand involvement, brand purchase intention, and finally brand loyalty. In addition, the research will study the impact of endorser-product congruence on the dependent variables.

Evaluation:

	Criteria	Description	Max. points	Points
Content 70%	Output Quality	Results, limitations and managerial implications are well presented. Author brought through his research multiple findings confirming, rejecting or further developing existing literature findings in the context of Czech market and female millennial consumers. Results could be therefore of a theoretical relevance and could be useful also for business practice.	20	18
	Goals	The goals of the thesis are evident and accomplished.	10	10
	Methodology:	Author tests a set of hypotheses which are based on previous research findings. He tests a conceptual model and uses correct statistical methods which help him to analyse data and come to conclusions.	20	20
	Theory/ Conceptualization:	Literature review is very well done, author covers major key concepts while relying on relevant and current articles from academic journals and other studies. Literature review is directly linked to research realized in practical part where author combines methodology from previous researches in order to achieve his goals.	20	20
Formal requirements 15%	Structure:	The thesis is a consistent, well-organised logical whole.	3	3
	Terminology:	Terminological and linguistic levels are high, although the thesis contains an uncessary number of typos in practical part.	4	3
	Formalities:	All requirements are met	4	4
	Citing:	All requirements are met	4	4
Delivery	Presentation document:	Is the presentation itself structured in a clear way? Is it appealing and easy to follow? Does it convey the message efficiently?	5	

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	Presentation skills:	Are you conveying the message efficiently and timely? Do you use appropriate words, speed, tone of voice, gestures, movement etc. to express your thoughts in a clear manner?	5	
	Argumentation:	Are you able to readily and briskly react to questions or comments? Are you able to explain unclear parts and connect comments to relevant places in your presentation or parts of particular analyses? How well are you able to defend to your ideas and recommendations?	5	
			100	0

Other comments:

Klikněte nebo klepněte sem a zadejte text.

Questions or comments to be discussed during the thesis defence:

You highlight on multiple occasions the importance of strong congruence between the endorser and promoted products. How could brands assure this conguence? What type of research / indicators could they use? What type of analysis/criteria would in your opinion help to assure this congruence?

The name of the Supervisor:

Ing. Martin Machek, Ph.D.

The employer of the Opponent:

University of Economics in Prague

Date 3. 6. 2019

Signature of the Supervisor: