

Posudek oponenta diplomové práce

Studijní program: **Mezinárodní ekonomické vztahy**

Studijní obor: **Mezinárodní politika a diplomacie**

Akademický rok: **2018/2019**

Název práce: **Digitální Marketing na B2B Trzích Stavebních Zařízení: Doosan Infracore Europe**

Řešitel: **Bc. Yana Prymak**

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

Oponent: **Ing. Beka Nemstsveridze**

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

Konkrétní připomínky a dotazy k práci:

Topic the author has chosen for her Master's Thesis – digital marketing on B2B markets of construction equipment – is very specific and relevant for the Doosan Infracore Europe company today. The author demonstrated a very good knowledge of the researched issue as well as a very good ability to work with relevant sources of information. In the introduction the author defines the subject of her research, it's objective as well as methods used. A clearly set objective – to analyze and improve current digital marketing activities of DIEU in accordance with today's trends in B2B digital marketing and customer's aspirations – was supplemented with well-structured research questions. Chapter 1 and chapter 2 of the work explain main theoretical concepts and current trends in B2B marketing with the focus on digital activities. The sources used are diverse and up-to-date. Chapter 3 represents a very good overview of construction equipment industry and its trends for general public, however the information contained in it was not used later in the research and purpose of including the chapter is thus not very clear. Further in chapters 4 and 5 author introduced the company and described its activities in the field of digital marketing. Author's own research in chapter 6 of the work was done by collecting primary data from the group of DIEU's customers in form of email survey and its further evaluation. The methodology used was well-explained and author's position in the company allowed her to collect the data in a very efficient way. Steps to be taken by DIEU to improve its digital marketing performance are well-summarized in final chapter of the work and are based on the information gathered both from primary and secondary research. Literary sources were cited correctly in the text, formal, stylistic and linguistic level is of good standard despite some inaccuracies (for example, page numbering is missing). Overall, I rate the work very positively as it carries out a detailed analysis and draws relevant conclusions which have been partially applied already in the company's marketing strategy.

Questions for the defense: 1. What social media channel do you find to be most important for construction equipment manufacturers and why? 2. Do you think that printed marketing material like product brochures and leaflets are still an efficient marketing tool to use in today's digitalized environment?

Závěr: Diplomovou práci doporučuji k obhajobě.

Navrhovaná výsledná klasifikace práce: **1**

Datum: 23. 8. 2019

Ing. Beka Nemstsveridze
oponent práce