

Assessment of the Master Thesis – Academic Consultant/Supervisor



Study program: International Economic Relations

Field of Study: International Business – Central European Business Realities

Academic Year: 2018/2019

Master Thesis Topic: The Dutch Electric Fan Heater Market: Mapping the Consumer

Decision Making Process

Author's Name: Kirsten Vreede

Ac. Consultant's Name: Doc. Ing. Miroslav Karlíček, Ph.D.

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

Comments and Questions:

The author presents a qualitative study, which focuses on mapping the consumer decision-making process of Dutch homeowners in case of home appliances. The literature review covers the significant models of consumer decision-making process. The author elaborated this part carefully, even though she could have used a more extensive range of sources. As for research methods, the author uses in-depth interviews with eight Dutch homeowners, which is appropriate concerning the goal of the thesis. The interviews were recorded, transcribed and coded, as it is visible in appendices. The author found many interesting insights into the decision-making process of respondents. I appreciate that these findings are of high practical relevance to marketing decision-making. As for formal requirements, the thesis is relatively short. Other formal issues are minor.

Question: Which of the models presented in the literature review is, in your opinion the most suitable one for the nowadays market? Why?

Conclusion: Master Thesis is recommended for the defense

Suggested Grade: 1

Prague, 3rd September 2019

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Academic Consultant/Supervisor