

## Assessment of the Master Thesis – Opponent



Study program: International Economic Relations

Field of Study: International Business – Central European Business Realities

Academic Year: 2018/2019

Master Thesis Topic: Entry Strategy of Global Corporations on The Markets of Non-EU Countries (India).

Author's Name: Shrey Mehra

Ac. Consultant's/Supervisor's Name: doc. Ing. Mikuláš Pichanič, CSc.

Opponent's Name: Ing. David Říha, MBA, Ph.D.

	Criterion	Mark (1-4)
1	Overall objective achievement	2
2	Logical structure	2
3	Using of literature, citations	1
4	Adequacy of methods used	2
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 Master thesis focuses on exploration and analysis of various entry strategies deployed by multinational companies in India with focus on retail industry of India and market entry strategies of Walmart India - an interesting topic with many insights from the student.

The theoretical part provides the information about the economy analysis of India and industry (retail) analysis, while the second chapter consists of the theoretical part concentrated on the market opportunities for the global retail players and the theoretical aspects of market entry strategies, with a case study of each entry strategies. In the third chapter, the author stated a brief introduction of Walmart company worldwide and then explained about the history and current situation of Walmart in India, while the key talking point in this chapter is about the change in their market entry strategy in 2013.

The practical part focuses on answering main specific questions, like what are the key factors suitable for multinational companies to enter into the Indian market, why is now the retail industry in India a growing prospect for global retail giants to explore their market entry opportunities, what are the reasons for their failure in 2006 etc.

I appreciate the author's involvement, his interest in the topic and the depth of analysis he brought. There are many author's own ideas and findings especially in the conclusion.

Q1: What type of strategy would you recommend for the Central and Eastern European region with focus on Czech Republic (differences between India x CEE – Czech Rep.) and why?

**Conclusion:** Master Thesis is recommended for the defense

**Suggested Grade:** 2

Prague, 20/8/2019

Ing. David Říha, MBA, Ph.D.

Opponent