

## Assessment of the Master Thesis – Opponent

Study program: International Economic Relations

Field of Study: International Business – Central European Business Realities

Academic Year: 2019/2020

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

Consumer Decision Making Process

Author's Name: Kirsten Vreede

Ac. Consultate's Name: doc. Ing. Miroslav Karlíček, Ph.D.

Opponent's Name: doc. Mgr. Radek Tahal, 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	1
8	Language and stylistics	1

### Comments and Questions:

The author deals with the timeless marketing theme - consumer behavior in a selected market. The thesis is very good structured. The theoretical part introduces into the issue. But the author could use more resources, especially scholarly journals.

The research is based on the IDI method. The author correctly set recruiting criteria and prepared a semi-structured interview scenario. Subsequently, she evaluates thematically the respondents' answers, citing key statements. Remark: She could also use more advanced qualitative research techniques, for example projective techniques.

Finally, the author brings clear and comprehensible answers to all the research questions.

### Question:

You write that Company X operates in more markets in Western Europe. Does the marketing strategy of the X company differ from country to country? If so, how?

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

**Suggested Grade:** 1

Prague, 13/9/2019

.....

Opponent