

Assessment of Master Thesis – Academic Consultant



Study programme: **International Economic Relations**

Field of study: **International Business – Central European Business Realities**

Academic year: **2019/2020**

Master Thesis Topic: **The influence of culture on multinational corporations advertising strategies**

Author's name: **Laetitia Barre**

Ac. Consultant's Name: **doc. Ing. Ludmila Štěrbová, CSc.**

Opponent: **prof. Adas Nidam**

	Criterion	Mark (1–4)
1.	Overall objective achievement	2
2.	Logical structure	1
3.	Using of literature, citations	2
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	2

Comments and Questions:

The MT fulfill the requirements given on this type of academic work. The thesis has a logical structure and proves the author's involvement. It is a good analysis, the results and hypotheses should have been, however, better argued. The author, nevertheless, achieved the thesis objective and proved that she is able to provide relevant conclusions.

Conclusion: The Master Thesis is recommended for the defence.

Suggested Grade: **2**

Date: 02/10/2019

doc. Ing. Ludmila Štěrbová, CSc.
Academic Consultant