

# 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: **How influencer marketing is a strategic ally for European companies in international expansion**

Author's name: **Roxane Simondet**

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

Opponent: **Paul Marc Collin**

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

## Comments and Questions:

The MT fulfill the requirements given on this type of academic work. It has a logical structure and the author used what she has learned during her study. The thesis a good analysis, with adequate methods used. The argumentation, however, should have been better used in supporting conclusions in relations to the research questions. The author, nevertheless, achieved the thesis objective and proved that she is able to provide relevant analysis and conclusions.

**Conclusion: The Master Thesis is recommended for the defence.**

Suggested Grade: **2**

Date: 02/10/2019

**doc. Ing. Ludmila Štěrbová, CSc.**  
Academic Consultant