

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: **Event Management Strategy of TBM Evolution Group**

Author's name: **Kateryna Kobernyk**

Ac. Consultant's Name: **Ing. Jaroslav Halík, MBA, Ph.D.**

Opponent: **doc. Ing. Ludmila Štěrbová, CSc.**

| | Criterion | Mark (1–4) |
|----|---|---------------|
| 1. | Overall objective achievement | 1 |
| 2. | Logical structure | 1 |
| 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 | 1 |
| 8. | Language and stylistics | 1 |

Comments and Questions:

The Master Thesis focuses on comparing the theoretical and empirical event management processes of the company TBM Evolution Group. The author firstly makes an overview of theoretical concepts and definitions of events and conferences, their classification, main players, and the process of event management divided into planning, implementation and follow-up stages. This part proves the author's deep understanding and knowledge of the topic, however this part has very descriptive character and is mostly based on a compilation of obvious facts. In the second – empirical – part the author introduces the company TBM Evolution Group and its operations. The analysis of TBM event management process is done by researching the Innovative Tire Development Series, one of the most successful conferences organized by TBM and held every six months since 2015. In the end, major conclusions and recommendations are formulated. This part undoubtedly brings an added value to the whole Master Thesis, however, it is very narrowly focused on a single company, and even a single event, without wider generalization. In spite of that I highly appreciate the author's deep inside and practical applicability of the findings. From technical point of view the Master Thesis meets all requirements prescribed by relevant regulations. Questions: 1) Give examples of some cultural factors (select any country you want) that might influence the event management decisions. 2) From the financial point of view, what are the main and most sensitive components in the event budget?

Conclusion: The Master Thesis is recommended for the defence.

Suggested Grade: **1**

Date: 04/01/2020

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