

# Assessment of Master Thesis – Opponent



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

## Comments and Questions:

The Master Thesis is devoted to the event management – its theoretical basis and a concrete case study. The author describes from the general and theoretical point of view and using the relevant literature the phases of an event organization. The case study serves for proving how the theory is applied in practice and for formulation of concrete recommendation aimed at improving the whole process. From this perspective, the aim of the MT has been achieved. The author devoted, however, quite a long part of the MT to the general assessment of the event management and only one third is dealing with a concrete application. The whole MT is quite descriptive – I miss any research that would highlight any added value of the MT. The recommendation of the author are based only on her personal experiences when she worked for the event company. The relevance of the recommendations should have been supported, for example, by a qualitative research. Nevertheless, the MT fulfills the requirements given of this type of academic work. Questions for the defence: 1. Consider perspectives of the organization of various events as successful business? Which events are more promising from the business view? 2. Where do you see a difference between professional organization of social events and self help organization?

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

Suggested Grade: **2**

Date: 04/01/2020

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