

Assessment of the Master Thesis – Opponent



Study program: International Economic Relations

Field of Study: International Business – Central European Business Realities

Academic Year: 2018/2019

Master Thesis Topic: Globalization and its impact on business strategies

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Opponent's Name: Ing. David Říha, MBA, Ph.D.

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

Comments and Questions:

The Master thesis focuses on globalization and is based on the study of the culture of China and India. The student decided to focus only on aspects of culture, which affect the consumers and the shopping process. The main aim of the Master thesis is to formulate suggestions that could be utilized to promote the products of Kofola company in terms of cultural differences for future operating company in the selected markets.

The theoretical part consists of three main areas: globalization, business strategy and the presentation of selected countries (India and China).

In the practical part are analyzed the possibilities for market entry and subsequent doing business in selected markets, by taking the example of Kofola company. The most important points determined by the student: the characteristics of the local consumer and his needs, with the orientation on the focus group, which is supposed to be the fundamental one for the sales of this drink. Also, there is investigated the competition in the local market.

I appreciate the author's involvement, his interest in the topic but there are not so many own ideas and findings. The level of the whole work is seen more like Bachelor Thesis.

Q1: What type of strategy would you recommend for the Central and Eastern European region with focus on any country, where Kofola isn't yet (differences between India / China x CEE – chosen country) and why?

Conclusion: Master Thesis is recommended for the defense

Suggested Grade: 3

Prague, 4/12/2019

Ing. David Říha, MBA, Ph.D.

Opponent