

# Assessment of Master Thesis – Academic Consultant



Study programme: **International Economic Relations**

Field of study: **International Trade**

Academic year: **2019/2020**

Master Thesis Topic: **Motivation for purchase of luxury goods: The case of the Czech Republic and Armenia**

Author's name: **Bc. Naděžda Galustjan**

Ac. Consultant's Name: **Ing. Květa Olšanová, Ph.D.**

Opponent: **Ing. Marija Zlatić, Ph.D.**

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

## Comments and Questions:

The objective of the thesis is to compare motivation for purchasing luxury between the luxury shoppers in the Czech Republic and Armenia. Author's conceptual model is based on profound review of academic literature related to motivations of luxury buyers. The analytics part is based on primary data from quantitative survey in both Czech Republic (n=103) and Armenia (n=106). Descriptive statistics as well as basic regression and correlations were conducted to evaluate the hypothesis. I appreciate the literature review where author shows her abilities to work with and combine sources of high academic qualities. In my opinion the analytics and discussion part could be more in-depth and lead to clear managerial implication but this will be addressed and clarified during the thesis defence. The objectives stated for this theses are fulfilled.

Questions for discussion during the thesis defence: Based on the literature review and results of your own research please formulate managerial implicatons for luxury brands management in both Czech Republic and Armenia and highlight key differences resulting from your comparison.

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

Suggested Grade: **1**

Date: 15/01/2020

**Ing. Květa Olšanová, Ph.D.**  
Academic Consultant