

Bachelor's thesis evaluation by the opponent

Title of the Bachelor's thesis:

Digital Collaboration Tools and Operations Management

Author of the Bachelor's thesis:

Jan Prokop

Objectives of the Bachelor's thesis:

The goal of the bachelor thesis is to compare the original and improved product management process by implementation of digital Collaboration Tools and provide some recommendations for the practise.

EVALUATION OF THE BACHELOR'S THESIS	
Criteria (max. 10 points per category)	Points awarded
1. The objectives of the thesis are evident and accomplished	7
2. Demands on the acquisition of additional knowledge or skills	8
3. Adequacy and the way of the methods used	9
4. Depth and relevance of the analysis in relation to objectives	8
5. Making use of literature/other resources, citing	8
6. The thesis is a well-organised logical whole	10
7. Linguistic and terminological level	9
8. Formal layout and requirements, extent	9
9. Originality, i.e. it is produced by the student	10
10. Practical/theoretical relevance/applicability	9
Total score in points (max 100)	87
Final grading	Very good (2)

Overall evaluation and questions to be answered in the course of the defense:

Author is providing well organized and structured thesis. The fact, that the author is describing the process of digitalization of the company he works for represents an added value. The overall quality of the thesis is slightly above average and I would have several following comments to that (some of them can be discussed at the defence):

- by reading the abstract and introduction part, I was not able to tell clear goal of the thesis
- no sources indicated in chapter 1.1 Ecommerce.
- 3.3 dependability - I was not able to relate the content of the table to the explanation above.
- 3.5 - I do not understand the scale here. Why does it go from "process unprofitable" through "there are very good profits" to the "there is no need for money inflows" as the best option. Why author considers process where no money inflow are needed better than the one, which generates very good profits?
- p. 21 - "The goal of this Bachelor Thesis is to determine and compare the main processes in a small Czech Ecommerce store, which specializes mainly in B2C retail, more specifically on hand tools and garage equipment." - Still, the goal remains unclear to me.
- p. 22 - "The marketing representatives are usually the ones who need to do the hard work unlike the purchasing department, which tends to wider the assortment as quickly as possible based on their emotions." - What does it mean, that they tend to wider the assortment based on their emotions? Which emotions?
- There are two paragraphs mentioned twice in the conclusion. The ones about the practical and academic contribution.
- the online tools could have been described more in detail. I am pretty sure there are also some paid versions of the tools. Thus, author could have discussed also the limitations of the free versions. What are they? It is really not likely, that the company could reached some limit of the free version?

Name of the Bachelor's thesis opponent:

Occupation of the Bachelor's thesis opponent:

KSG

I honestly declare that I am not in any allied relationship with the author of this Bachelor's thesis.

June 8, 2020

Signature of the Bachelor's thesis opponent