

### ***Bachelor's Thesis Evaluation by the Supervisor***

***Title of the Bachelor's Thesis:***

Exploration of the Views of E-shop Managers on eWOM in the Czech Republic

***Author of the Bachelor's Thesis:***

Filip Laboutka

***Goals of the Bachelor's Thesis:***

To investigate whether and if yes, how do Czech e-shop managers respond to e-WOM; to investigate how these managers allocate resources for managing e-WOM; to explore manager's responses to negative eWOM.

EVALUATION OF THE BACHELOR'S THESIS	
Criteria (each max 10 points)	Points awarded
1. The goals of the thesis are evident and accomplished	9
2. Demands on the acquisition of additional knowledge or skills	9
3. Adequacy and the way of the methods used	9
4. Depth and relevance of the analysis in relation to goals	9
5. Making use of literature/other resources, citing	10
6. The thesis is a well-organised logical whole	10
7. Linguistic and terminological level	9
8. Formal layout and requirements, extent	10
9. Originality, i.e. it is produced by the student	10
10. Practical/theoretical relevance/applicability	9
<b>Total score in points (max 100)</b>	<b>94</b>
<b>Final grading</b>	<b><i>v ý b o r n ě (1)</i></b>

***Overall evaluation (cca 150 words):***

The author identified research gaps and set clear objectives from the very start that he was able to address them with his research. The structure is very clear and the content is organized in a logical way. The literature review is developed with the use of several academic papers from very high quality Journals and the academic writing style is appropriate. The methodology is suitable for the level of studies. The analysis has led to interesting findings and the author was able to provide them in a clear way addressing the research objectives that he had set. Also, he provides some interesting managerial implications. In my assessment, this is a thesis of high level. I recommend this thesis for defense. Question for the defense: If you had to consult e-shop managers in Czech Republic about the eWoM, what advice would you give them based on your findings?

***The name of the supervisor:***

Eftymia Kottika

***The employer of the supervisor:***

University of Economics, Prague, Faculty of Business Administration, Department of Marketing