

### ***Bachelor's thesis evaluation by the opponent***

***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

***Objectives 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.

EVALUATION OF THE BACHELOR'S THESIS	
Criteria (max. 10 points per category)	Points awarded
1. The objectives 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 objectives	10
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	9
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>Excellent (1)</b>

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

This thesis investigates knowledge, behavior, and opinions of Czech e-shop managers on electronic word-of-mouth (eWOM). The author conducted qualitative research, concretely semi-structured interviews with 10 participants. The thesis has a logical structure (corresponding to the objectives) and appropriate extent. The objectives stem from the literature review. I appreciate the style of the author, except for minor formal issues (such as sometimes using "eWOM" and sometimes "ewom"). The choice and the number of references is also appropriate. The thesis brings some interesting findings. However, the author should be careful while quantifying in case of a qualitative study (e.g., "90 % of respondents prefer...", p. 36). Overall, I evaluate this thesis positively and recommend it for the defense. Question for the defense: 1) All of the participants of this study were relatively young (21 – 35 years). Do you expect that your findings would be different in the case of older e-shop managers? 2) What is your opinion about astroturfing?

***Name of the Bachelor's thesis opponent:***

Doc. Ing. Miroslav Karlíček, Ph.D.

***Occupation of the Bachelor's thesis opponent:***

Department of Marketing, Faculty of Business Administration VŠE

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

May 28, 2020

---

Signature of the Bachelor's thesis opponent