# CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

## Faculty of Economics and Management

# Evaluation of the Diploma Thesis by supervisor

Thesis Title **Impact of Instagram Influencers on Brand Reputation & Brand Loyalty**

Name of the student **Bc. Gaurav Ashok Pandit**

Thesis supervisor **Ing. Tereza Balcarová, Ph.D.**

Department **Department of Management and Marketing**

| | 1 | 2 | 3 | 4 |
|---|---|---|---|---|
| Logical process being used, work with data and information | | | **3** | |
| The structure of paragraphs and chapters | | | | **4** |
| Formal presentation of the work, the overall impression | | | | **4** |
| Formulation of objectives | | **2** | | |
| Choice of appropriate methods and methodology used | | | | **4** |
| Professional contribution of the work and its practical usage | | | | **4** |
| Work with scientific literature (quotations, norms) | | | | **4** |
| Clarity and professionalism of expression in the work | | | | **4** |
| Author's stance and approach to the addressed problems | | **2** | | |
| Summary and key-words comply with the content the thesis | | | **3** | |
| Fulfillment of objectives | | | **3** | |
| Author's co-operation with supervisor and department | | | **3** | |
| Theoretical background of an author | | | | **4** |
| Comprehensibility of the text and level of language | | | **3** | |
| Formulation of conclusions | | | **3** | |

**Evaluation of the work by grade (1, 2, 3, 4)** **4**

Evaluation: 1 = the best

Date    11/01/2024

*el. signed by* Ing. Tereza Balcarová, Ph.D. *on* 11/01/2024 13:05
Supervisor signature

**Other comments or suggestions:**

The presented diploma thesis is focused on a very interesting topic, the chosen methodological procedure of data collection corresponds to the set objectives of the thesis. The author of the thesis processed the diploma thesis independently, especially the practical part of the thesis, which he did not continuously consult with the thesis supervisor.

The work has fundamental formal and content deficiencies. The abstracts do not have a uniform appearance and the title runs away from the rest of the abstract, as well as the font, which is not according to template. Page numbering is missing, which would help the reader in orientation. On pages 18-19, there is almost an entire blank page due to inappropriate image insertion. The same issue could be seen on pages 42 – 43 or in chapter 5.1 Key findings. Images are distorted, especially in literature review part, the structure of the text is disturbed due to inserted images. The entire work is thus unrepresentative and does not meet the requirements for submitting a diploma thesis. Unfortunately, the version consulted by the author just before submission did not contain these formal errors.

Regarding the content of the work, the objectives and methodology of the work could have been more elaborated. Unfortunately, the author did not incorporate the supervisor's recommendation with regard to the methodology. The methodology of the work lacks a link to the appendix with the questionnaire form. The questionnaire is not even properly listed in the appendix, it is only possible to guess that it is a questionnaire form. A detailed explanation of the procedure of the own research, the link of statistical analyzes to sub-goals or research questions is missing. The context of the analytical methods used is not so clear. Literature review also has its gaps, the context of chapter 3.2.3, where the author should focus on theoretical starting points, does not make sense. Perhaps it would be appropriate to present this chapter separately or as an appendix with case studies from practice. Overall, this literature review often describes current global practice instead of a detailed analysis of theoretical background. From the content point of view of the practical part of the thesis, it is not clear why the author uses some statistical tests that were not even listed and explained in the methodology. The author only consulted with the thesis supervisor about hypothesis testing, not the other methods used. In the Key Findings chapter (from page 89), the author tries to discuss the results of published studies to date, however these studies are not referred to in the text and are therefore only the author's claims.

The work cannot be recommended for defense without thorough revision and I assess the thesis as failed.

**Plagiarism control:**    The system Theses.cz has not assessed the thesis as suspicious.

Date    11/01/2024

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