CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

Evaluation of the Bachelor Thesis by supervisor

Thesis Title · **The Role of YouTuber in the Consumer Decision Making Process**

Name of the student · **Iana Nabokikh**

Thesis supervisor · **Ing. Lenka Platilová Vorlíčková**

Department · **Department of Management**

	1	2	3	4
Formulation of objectives and Choice of appropriate methods and methodology used			■	
Work with data and information				■
Logical process being used			■	
The structure of paragraphs and chapters			■	
Work with scientific literature (quotations, norms)				■
Comprehensibility of the text and level of language			■	
Clarity and professionalism of expression in the thesis			■	
Formal presentation of the work, the overall impression			■	
Fulfillment of objectives, formulation of conclusions			■	
Summary and key-words comply with the content the thesis				■

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

Evaluation: 1 = the best

Date 07/05/2021

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Supervisor signature

Other comments or suggestions:

The objective stated is relevant concerning the thesis title, although it would be better to focus on some specific product, brand or market segment. Nevertheless, sub-objectives are confusing and do not support the main (especially the second aim – to identify the current customer of Anastasia's channel). Carefully thought-through objectives would have helped to construct the methodology. The logical frame in project management may be an inspiration here.

The author does not specify data sources for the practical part of the thesis. Although declared in the methodology, no statistics were used.

It is difficult to comment on the work with data and information because this thesis does not contain any data collection, procession or analysis.

Few charts in the literature review without reference to the primary source and remain left without an explanation. The practical part seems to be transcripted or copied from a book or an instruction manual for beginning YouTubers. No objective data analysis was done. On the contrary, many statements are subjective and not evidence-based. When the student refers to some research as on page 40, she does not link it to the broader context.

The work with the scientific literature does not meet the expectations and rules given by the faculty in the instructions for submitting a bachelor thesis. Many sources are in English; some of them, although written in English, are in reality in another language (ERMAKOVA, Svetlana & BAGROVA, Natalya. (2016))

There are missing many quotations in the text of sources listed in the references. HAWKINS, MOTHERSBAUGH & BEST, 2007; KATRYCHEVA, A. (2017); SYED, Muhammad A., KHAN, Naimat U., FAIZAN ur R. & LUBNA, Nazneen. (2018); BYKOV, Stanislav. (2019); MROCHKOVSKY, Nikolay, Timur TAZHETDINOV, Andrey PARABLLUM. (2018); MAINZER, Kristen. (2019); GRIFFIN, Zoe. (2017); CLAY, Alexa, PHILLIPS, Kira. (2018); ANISIMOV, Vladislav. (2020) or SAMARTSEV, Andrey.BAYKOV, Dmitry. (2019).

On the other hand, authors quoted in the thesis body are missing in the references as Armstrong & Kotler, (2010); Kotler (2003); Hudson (2020); Chris and Turnbull (2016); Matthew Hudson (2020) or Ather, Khan, Rehman & Nazneen

Rector's guidance, no. 5/2019 (Rules for assigning, preparing, submitting, archiving and publishing Bachelor and Master theses at CZU) states:

"Final thesis considered unsatisfactory, in the text of which there are no proper citations of more than 10% of bibliographic sources, listed at the end of the thesis in the list of references."

Overall, the thesis is written at a reasonable level. However, it is to be mentioned that it is expected that formal writing is written in the third person. The author of this thesis forgets the academic writing rule in his text and uses personal pronouns, for instance, on pages 19, 21, 23-27,29,30-36.

Concerning above mentioned, I can not recommend this thesis for defence.

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

Date   07/05/2021

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