



Opponent review

Department:	Department of Management (FBE)
Author:	Bc. Anita Beránková
Title:	Development of organic wine production and its trends in EU countries and the Czech Republic
Supervisor:	Ing. Sylvie Formánková, Ph.D.

Part I – Basic requirements for master thesis

Instructions:

- The first part of the review concentrates on critical parts of master thesis that are required to recommend the thesis to be defended. These aspects could be evaluated only by answers yes-no.
- If at least one aspect is evaluated in the negative way, the thesis may not be recommended for defense. The reasons for the negative decisions should be specified and the second part of the review does not have to be completed.

1. Does the thesis contain objective defined correctly and does the objective correspond to the common requirements for the master thesis?	YES
2. Is the review of literature including the citations and references elaborated correctly from the methodological and formal point of view?	YES
3. Does the thesis include precise description of used methods and are these methods suitable for defined objective?	YES
4. Does the thesis covers the clear conclusions, reasoned recommendations, justified suggestions, etc. that bring new knowledge or information?	YES

Reasons for negative answers, specification of missing or unsatisfactory parts:

Part II – Quality of master thesis

Instructions:

- The second part of the review regards with quality evaluation of selected aspect of the thesis. The thesis could obtain 0-60 points in total. Zero points correspond to thesis meeting only the minimal requirements, while thesis evaluated by 60 points is excellent and inventive in all evaluated aspects.
- The evaluation scale has five levels:
 - accomplished, at the level of minimum of requirements given in part I (0 points)
 - accomplished with significant but not critical imperfections (2 points)
 - accomplished, the imperfections do not influence the merit of the thesis and mainly the results (5 points)
 - accomplished fully without any reservations and in the exhausting way (8 points)
 - excellent, extraordinary, originative and completely correct accomplishment (10 points)
- Points assigned in evaluation of individual aspect have to be briefly justified; the extraordinary solutions have to be considered.

5. Contribution, originality, demandingness of the thesis	Points: 5
(frequency of the issue, non-existence of conventional solution, unavailability of solution for researched conditions, expected and real contribution of the thesis, extent of the specific knowledge needed to meet the objective, ...)	
Presented diploma thesis is up-to-date, addressing important and highly topical issue.	

6. Quality of the review of the literature	Points: 8
(extent of surveyed literature and its up-to-dateness and representativeness, use of foreign and cardinal sources, suitability of survey for own research,, discussion of alternative approaches, analysis of citations and references, synthesis of theoretical knowledge for own research,...)	
Literature used in the work is extensive, combining theoretical literature with up-to-date electronic resources with current information and statistical data.	

7. Methodology and its application	Points: 5
(discussion of suitability of chosen method, comparison of alternative attitudes, possibility to verify the results, correctness of application of methods, suitability of data samples used, preventing errors and shortages of applied methods, comparison of results, variations reasoning, ...)	
Used methodology is, to certain extent appropriate, and corresponds to the needs and objectives of the presented theses. However there are some imperfections and concerns to be addressed.	
Notes and questions: Page 19, 1st paragraph: Author writes: 161 respondents participated in the survey, out of which 70 % happened to be females. Authors comments is as follows: "it is actually a good news ... because according to CVVM (2003), females shop more for food than males". The comment of author might imply that the structure of respondents is a result of coincidence. Question arises: If there were 40 % female respondents and not 70%, would it affect the results?	

8. Own research	Points: 2
(depth and complexity of performed analysis, extent of use of knowledge from literature review, proving facts, suitability of samples and sources used, treatment of data errors, level of meeting the thesis objective, hypotheses answering, ...)	
Research part is very complex, addressing truly a wide spectrum of issues relied to the theme of the thesis. Author presents an extensive corps of facts and data, what brings a proof of good understanding of the problematics. However certain parts of the analysis arise concerns.	
Notes and questions: - Page 107, figure 45: In total, there is only 46 respondents who buy organic wine. Is this amount sufficient for the sound conclusions, as regards the main objective of the thesis (page 17): "to suggest recommendation leading to better customers´ knowledge in the organic wine sector"? - On the pages 84 – 93 (10 pages) author describes macro-economic indicators as GDP, inflation, unemployment etc., compared in all four countries. However there are no explicit conclusions and suggestions stemming from this analysis. As regards economic factors - as more suitable would appear, for example, comparison of labor costs in the four countries. As author writes, organic farming is much more labor intensive than the conventional one. Also the analysis of the EU Common agricultural policy and its specific financial impact on households of farmers, in the four respective countries, might be appropriate. - Page 110, chapter 6.8. Situational analysis. Under one single heading "Opportunities of organic farming" we can find combination of items as "political stability in EU" and the "increased interest in the .. animal welfare". Question arises: where this analysis comes from and where it will lead us?	

9. Conclusions and recommendations	Points: 2
(correctness of conclusions, explicit formulations, adequacy of suggestions, generalizing conclusions, applicability of recommendations, ...)	
Conclusions are complex, reflecting on the wide scope of issue and areas relied to the organic wine production, ranging from the use of financial subsidies to the creation to original packaging. However the Conclusion appear to be somewhat of a generic nature.	

Notes and questions:

Page 114 - 116: As conclusion author suggests "Use of modern technologies", bringing exact details on costs, for example: "html and CSS coding for 2.400 CZK". Another conclusion is "Cooperation with the specialized web portals". However in the research part, page 107, figure 45, we read that only 6 persons buy the organic wine in the e-shop. However 9 persons buy organic wine in the restaurants (that is higher by 33 %). Why, for example, this finding is not reflected in the Conclusions and recommendations?

10. Logical framework, formal requirements

Points: 8

(correct structure, logical coherence of text, correctness of terminology, explicitness and clarity of graphics, accurateness of language, ...)

Structure of the presented diploma thesis is logical and coherent. The graphics is explicit and clear, language is accurate. Formal requirements are fully met.

Part III – Summary and final evaluation

Instructions:

1. After summarizing the points the reviewer marks with a cross the appropriate final evaluation according to corresponding interval of points.
2. The clear final decision has to be stated in the conclusion. The thesis can be recommended to be defended only in the case, when there is no negative evaluation in the part I of this review.
3. In the following part the reviewer has the opportunity to give his/her opinion to thesis as a whole and give further suggestions and comments.

Total points: 30 points

Final evaluation:

	0–12 points	accomplished at the level of minimum of requirements given in part I
	13–24 points	accomplished with significant but not critical imperfections
X	25–36 points	accomplished, the imperfections do not influence the merit of the thesis and mainly the results
	37–48 points	accomplished fully without any reservations and in the exhausting way
	49–60 points	excellent, extraordinary, originative and completely correct accomplishment

Final decision: **I RECOMMEND** thesis to be defended.

Further comments and suggestions the author should discuss within the defense of the thesis:

Presented diploma thesis addresses highly topical issue that deserves attention of researchers and practitioners. Author presents extensive facts and data in the wide spectrum of areas concerning the theme. I highly appreciate the authors' decision to build the work on the comparison of the four countries, what brings highly relevant results and insights. However some methodological imperfection were detected what consequently affects the quality of conclusions.

Questions:

- What are the differences in the customers habits, as regards awareness, purchase habits and marketing practices when compared the four countries of your interest (FR, IT, ES, CZ). And what can we learn from it?
- How the Common agricultural policy impacts the organic wine production in the EU when compared to non-European countries, for example, USA or other relevant country?

Date: 21.1.2015

Name and signature: Ing. Pavel Žiaran, Ph.D.

Position of reviewer in his/her institution (not required if from FBE MENDELU):