

# CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

## Evaluation of the Bachelor Thesis by Opponent

Thesis Title                    **The analysis of roots and consequences of "Fast Fashion"**

Name of the student        **Aizada Kalmahan**

Thesis supervisor         **doc. Ing. Mansoor Maitah, Ph.D. et Ph.D.**

Department                 **Department of Economics**

Opponent                    **Mgr. Elena Kuzmenko, Ph.D.**

Formulation of objectives and Choice of appropriate methods and methodology used	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Work with data and information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Logical process being used	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
The structure of paragraphs and chapters	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Work with scientific literature (quotations, norms)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Comprehensibility of the text and level of language	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Clarity and professionalism of expression in the thesis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Formal presentation of the work, the overall impression	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Fulfillment of objectives, formulation of conclusions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Summary and key-words comply with the content the thesis	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Evaluation of the work by grade (1, 2, 3, 4)				<b>4</b>

Evaluation: 1 = the best

Date 04/26/2017

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Signature of Opponent

**Other comments or suggestions:**

The title of the bachelor thesis presented by Aizada Kalmahan is “The analysis of roots and consequences of “Fast Fashion””. The thesis consists of an introduction, individual chapters and a conclusion.

The first issue that deserves our particular attention is the scope of the BT, which does not comply with the requirements on such a type of work. The thesis consisting of 39 pages in total (including assignment, declaration, acknowledgements, abstracts in both languages, the list of content and the list of references) accounts only 25 pages of the author’s work (pp. 10-35). Moreover, the practical part consists of only 14 pages!

Another important issue is that this BT completely overlooked the very economic aspect of the analyzed problem. Taking into account the fact that this BT was written in the department of Economics it is supposed to deal with economic aspects at least partially. Unfortunately, the Aizada Kalmahan’s bachelor thesis is completely silent about economic foundations and just partially touches upon management and marketing issues (on the example of H&M company).

In this regard, it should be noted that the presented BT does not comply with formal requirements on BT of the Department of Economics and cannot be recommended for a defense in front of the faculty committee.

**Questions for thesis defence:**



Date 04/26/2017

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Signature of Opponent