CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

Evaluation of the Bachelor Thesis by Opponent

Thesis Title	**Determinants of Online Shopping**
Name of the student	**Julija Pešlová**
Thesis supervisor	**Ing. Lenka Rumánková, Ph.D.**
Department	**Department of Economics**
Opponent	**doc. Ing. Michal Malý, Ph.D.**

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

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

Evaluation: 1 = the best

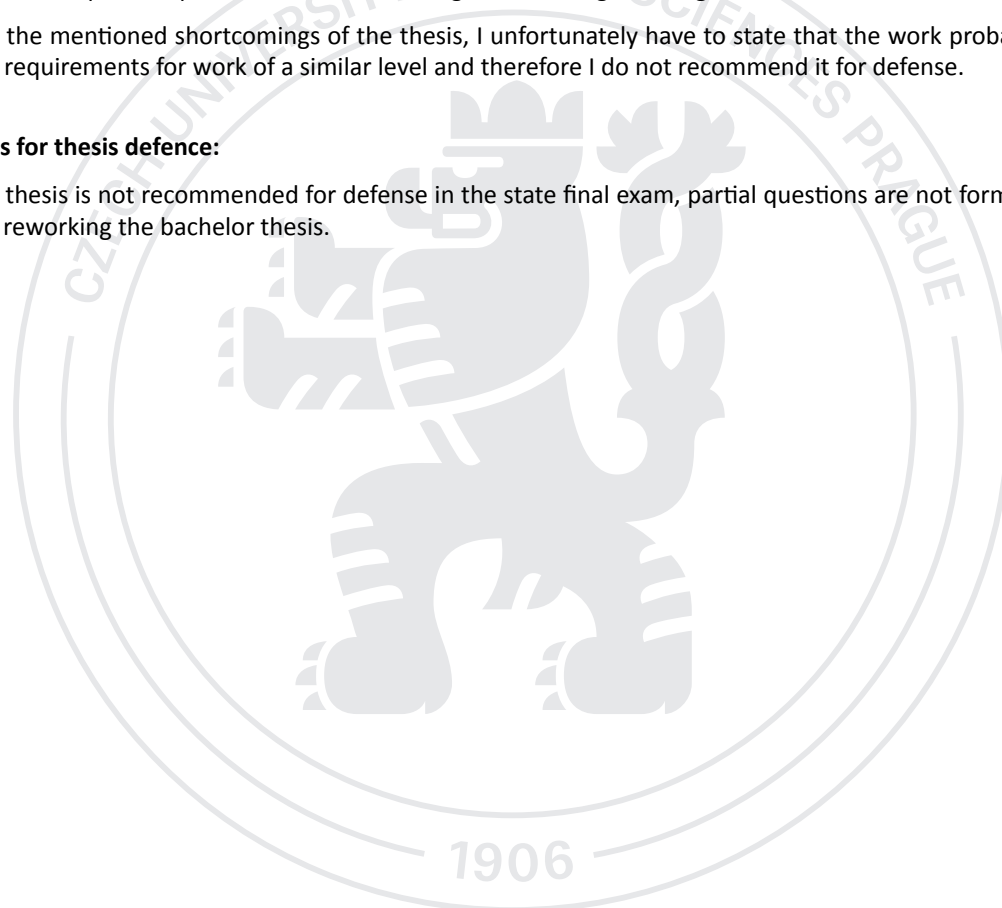|	
Date 17/04/2023	*el. signed by* doc. Ing. Michal Malý, Ph.D. *on* 17/04/2023 11:58
	Signature of Opponent

Other comments or suggestions:

The presented thesis can be considered as an overused and simplistic work that deals with a well-known topic, but does not bring any breakthrough results. The bachelor's thesis is at the lower limit in terms of scope, which means that it differs only very modestly from a regular student project. The work also contains a number of shortcomings, especially in the area of specification of goals and methodological apparatus (which is defacto missing), data processing, but above all in the evaluation of the achieved outputs. At the same time, it is necessary to mention the frequent occurrence of terminologically incorrect concepts and inappropriate work with scientific text/language.

The results of the work are quite contradictory. Although the author has carried out some statistical processing of the data, their structure unfortunately does not provide sufficient support for achieving the main goal, and is mainly very poorly commented. For example, what is the value of tables No. 1 – 4 in the context of the set goals? The conclusions of the thesis are quite simplistic and do not show signs of fulfilling the set goals.

Based on the mentioned shortcomings of the thesis, I unfortunately have to state that the work probably does not meet the requirements for work of a similar level and therefore I do not recommend it for defense.

Questions for thesis defence:

Since the thesis is not recommended for defense in the state final exam, partial questions are not formulated. I recommend reworking the bachelor thesis.

Date   17/04/2023

el. signed by doc. Ing. Michal Malý, Ph.D. *on* 17/04/2023 11:58

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