

CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

Evaluation of the Bachelor Thesis by supervisor

Thesis Title **Determinants of Online Shopping**

Name of the student **Julija Pešlová**

Thesis supervisor **Ing. Lenka Rumánková, Ph.D.**

Department **Department of Economics**

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

Evaluation: 1 = the best

Date 20/04/2023

el. signed by Ing. Lenka Rumánková, Ph.D. on 20/04/2023 22:05
Supervisor signature

Other comments or suggestions:

The bachelor thesis is focused on the determinants of on-line shopping and contains both, the theoretical and the practical part.

However, several weaknesses can be found as following.

- The Thesis Assignment is not inserted in required original form (and differs from the original one).
- The extent of the thesis can be considered as border. Even, the Thesis Assignment requires 30 – 40 pages. The thesis hardly reaches the amount of 30 pages.
- The time series used in the practical part could contain more observations.
- Several comments and interpretation of the graphs could be more detailed and sophisticated (e.g. Figure 10). Moreover, the selection of the selected time series for the description its long term tendency is not clear (e.g. Figure 13).
- Finally, the selection of the main determinants is not properly introduced and the conclusions are very weak.

It can be stated that if the author follow the recommendations of the supervisor the thesis would be definitely of higher quality.

In conclusion, the thesis cannot be recommended to defense since it does not fulfill the minimal requirement for the bachelor thesis.

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

Date 20/04/2023

el. signed by Ing. Lenka Rumánková, Ph.D. on 20/04/2023 22:05
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