

# CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

## Evaluation of the Diploma Thesis by Opponent

Thesis Title **Impact of Instagram Influencers on Brand Reputation & Brand Loyalty**

Name of the student **Bc. Gaurav Ashok Pandit**

Thesis supervisor **Ing. Tereza Balcarová, Ph.D.**

Department **Department of Management and Marketing**

Opponent **Ing. Veronika Zajíčková**

Institution **Profinit EU, s.r.o.**

Position **CFO**

|   |                            |                            |                                       |                                       |
|---|----------------------------|----------------------------|---------------------------------------|---------------------------------------|
| Evidence of a 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 type="checkbox"/> 2 | <input checked="" type="checkbox"/> 3 | <input type="checkbox"/> 4            |
| Formal presentation of the work, the overall impression       | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3            | <input checked="" type="checkbox"/> 4 |
| Formulation of objectives                                     | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input checked="" type="checkbox"/> 3 | <input type="checkbox"/> 4            |
| Choice of appropriate methods and methodology used            | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3            | <input checked="" type="checkbox"/> 4 |
| Professional contribution of the work and its practical usage | <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 type="checkbox"/> 2 | <input type="checkbox"/> 3            | <input checked="" type="checkbox"/> 4 |
| Clarity and professionalism of expression in the thesis       | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3            | <input checked="" type="checkbox"/> 4 |
| Summary and key-words comply with the content of thesis       | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input checked="" type="checkbox"/> 3 | <input type="checkbox"/> 4            |
| Fulfillment of objectives                                     | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input checked="" type="checkbox"/> 3 | <input type="checkbox"/> 4            |
| Thesis topic and thesis significance (relevance)              | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input checked="" type="checkbox"/> 3 | <input type="checkbox"/> 4            |
| Theoretical background of an author                           | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input checked="" type="checkbox"/> 3 | <input type="checkbox"/> 4            |
| Comprehensibility of the text and level of language           | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input checked="" type="checkbox"/> 3 | <input type="checkbox"/> 4            |
| Formulation of conclusions                                    | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3            | <input checked="" type="checkbox"/> 4 |
| Evaluation of the work by grade (1, 2, 3, 4)                  |                            |                            |                                       | <b>4</b>                              |

Evaluation: 1 = the best

Date 08/01/2024

Signature of Opponent

**Other comments or suggestions:**

The diploma thesis contains many factual, analytical, and formal deficiencies. A literary review does not take the form of a review. It is a form of notes after the initial reading of the resources. The sentences and paragraphs from individual authors are not adequately compared and synthesized.

The methodology does not sufficiently explain and defend the overall procedure applied in the practical part. It does not describe the meaningfulness of using individual statistical methods that the author used in the practical part. The questionnaire in the appendix is not properly referenced, and I miss any interpretation of the basic results of the questionnaire (frequency of responses to the scale) and their descriptive statistics (average, median, etc.). The result of the normality test (Table 4) was not further taken into account – it is only downplayed as unimportant. Also, using some statistical methods does not make much sense concerning the solved problem (e.g. factor analysis); with some others, the results are not understood/interpreted well (e.g. Pearson's Correlations Test). The author also compares his results with other studies whose authors he does not cite.

In addition, the formal impression of the entire work is terrifying – the page numbering is missing; the Czech version of the abstract is in a different font; there are weird spaces between the paragraphs/pages; the pictures are deformed, ... I do not recommend the work for defense but for a rewrite.

**Questions for thesis defence:**

After the result of my revision, I do not consider asking questions as important. From my point of view, the thesis cannot be accepted for defense in this form.

Date 08/01/2024

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Signature of Opponent