

CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

Evaluation of the Bachelor Thesis by Opponent

Thesis Title **Consumption and Consumers Behaviour**

Name of the student **Aidana Saifullina**

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

Department **Department of Economics**

Opponent **doc. Ing. Michal Malý, Ph.D.**

Logical process being used	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input checked="" type="checkbox"/> 3	<input 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 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 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 the thesis	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input checked="" 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 type="checkbox"/> 2	<input checked="" type="checkbox"/> 3	<input type="checkbox"/> 4
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 12:20

Signature of Opponent

Other comments or suggestions:

The presented thesis can be considered as an overdone and simplistic work that uses only basic statistical apparatus with which the author works in an inappropriate manner and thus does not bring any breakthrough outputs. 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 objectives, limited use of methodological apparatus, data processing techniques, but above all in the evaluation of the achieved outputs. At the same time, it is necessary to mention that the abstract talks about the consumption of tea instead of coffee, furthermore, there is a frequent occurrence of terminologically shifted concepts and incorrect work with scientific text/language in the thesis.

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 the outputs of Chapter 4.4 in the context of consumer preferences (which should have been the main goal)? 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

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