

CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

Evaluation of the Diploma Thesis by Opponent

Thesis Title **Evaluation of Social Media Influence on the Purchasing Behaviour**

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

Department **Department of Management**

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Institution **Kašperskohorské městské lesy s.r.o.**

Position **Personální manažerka**

Evidence of a 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 checked="" type="checkbox"/> 3	<input type="checkbox"/> 4
Formulation of objectives	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Choice of appropriate methods and methodology used	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input checked="" type="checkbox"/> 3	<input type="checkbox"/> 4
Professional contribution of the work and its practical usage	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Work with data and information	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input checked="" type="checkbox"/> 3	<input 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 checked="" type="checkbox"/> 3	<input type="checkbox"/> 4
Summary and key-words comply with the content of thesis	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Fulfillment of objectives	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Thesis topic and thesis significance (relevance)	<input checked="" type="checkbox"/> 1	<input type="checkbox"/> 2	<input 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 checked="" type="checkbox"/> 3	<input type="checkbox"/> 4
Evaluation of the work by grade (1, 2, 3, 4)				3

Evaluation: 1 = the best

Date 28/04/2023

Signature of Opponent

Other comments or suggestions:

The diploma thesis is focused on a very current topic. The author appropriately chose a questionnaire survey to determine the influence of social media on consumer buying behavior.

As for the overall approach, the work seems very general. The topic is broad and perhaps focusing on a specific segment would help to better target the results of your own research.

From a practical point of view, the thesis includes a statistical analysis, but it is only basic descriptive statistics.

From a formal point of view, the work is at a very low level. I even consider it insufficient. The author has an extensive list of sources, but not all of them can be found in the links in the text of the thesis. It does not follow the prescribed citation standard, nor the classic structure of diploma theses at the Faculty of Economics.

I hope that the author will explain all these comments during the defense of the diploma thesis.

Questions for thesis defence:

How can you describe current social media scene according to the structure and the leading social networks?

What is the practical input of your results?

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