OPPONENT´S REVIEW OF BACHELOR'S THESIS

Name of student: Seakling Duong

Thesis title: Content Marketing in FinTech Companies

Reviewer :   Tomas Ledvinka

Thesis objective: To identify the practices of content marketing in some of the world top FinTech companies in order to build long-term customer relationships, generate higher revenues, and increase the brand awareness on an innovative, competitive, and financial technology- based market.

Criteria required for evaluation	Evaluation scale (grade)					
	A	B	C	D	E	F
Content relevant to the field of study	☒	☐	☐	☐	☐	☐
Setting and meeting objectives	☒	☐	☐	☐	☐	☐
Treating theoretical aspects of the topic	☐	☐	☒	☐	☐	☐
Treating practical aspects of the topic	☐	☒	☐	☐	☐	☐
Adequacy of applied methods and their use	☒	☐	☐	☐	☐	☐
Depth and accuracy of implemented analysis	☐	☐	☒	☐	☐	☐
Dealing with literature sources	☐	☒	☐	☐	☐	☐
Logical structure and composition of the thesis	☒	☒	☐	☐	☐	☐
Language and terminology	☒	☐	☐	☐	☐	☐
Formal layout	☐	☒	☐	☐	☐	☐
Student´s contribution	☒	☐	☐	☐	☐	☐
Practical applicability of results	☒	☐	☐	☐	☐	☐

Comments to results of anti-plagiarism check:
Without objections.

Comments and recommendations:
To start with, I have to note that I am neither an expert in content marketing, nor in the field digital marketing. So I read this work mainly from the perspective of clarity and persuasiveness. However, I have also some comments as a social scientist.

I was very pleased to read the detailed metohodgical part of the thesis and I apprieceate especially the variety of presented methods and the clarity of their presentations. Even though I am not accostumed to this kind of methodology this could be also a good intro to the outsiders beyond the field. However, I am somewhat surprised that the results are rather content-descriptive. I could be wrong but the whole study focuses on the content-doings of Fintech companies or, in others words, discovering what is happening somewhere in the on-line space of the companies, no less no more. The content-doings are presented in overview tables and as such are interesting for outsiders and an expert who wish to just familiaraze with ideas other companies have. I am a social scientist and have to mention my view as this kind of the outsider on this. For instance, a content-analysis is a method of sociology, but if I would

conduct a real research in the field I would not consider this sufficient to discover anything. I would combine rather eclectically with other methods, because the question is what is my own contribution. Or from legal perspective this means a transfer of content from judgements into the study and coding. But in both fields this is just a precondition for the author´s contribution.

I respect this is a bachelor thesis and it costs a lot of work of gathering, sorting and editing, but in a broader point of view, this should be developed into "something" at least by interpretation, comparisons, juxrapositions contextualisation, or applying concepts which would produce conslusions. I see some conclusive chapters are called "comparisons" but these are rather simple descriptions of basic contrasts between the studies. If the author for instance implies that he conducted "a deep analysis on content marketing" and the other study did not (p. 78), he should at least explain what he means by deep analysis. Deep Analytics in the field of data mining?

Overall assessment and reasons for the final grade:
It should be appreciated that the autor conducted his own research and provided readers with clear and logically built work without (except for minor deficiencies) formal failures. The conclusion is nevertheless rather scant.

Questions for oral defence:
I would like to make the author to give the audience several criteria or attributes for selecting the companies in sample and the method of selection. I do not feel the selection is anyhow justified in the study.

I recommend the thesis for oral defence.

Suggested final grade: A

Hradec Králové, 31/08/2021

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