

# CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

## Evaluation of the Bachelor Thesis by Opponent

Thesis Title **Market development of mobile applications**

Name of the student **Tugay Demir**

Thesis supervisor **Ing. Inna Čábelková, Ph.D.**

Department **Department of Trade and Finance**

Opponent **Ing. Enikő Lőrinczová, Ph.D.**

Formulation of objectives and Choice of appropriate methods and methodology used	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input checked="" 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
Logical process being used	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input 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
Work with scientific literature (quotations, norms)	<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 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
Formal presentation of the work, the overall impression	<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 checked="" type="checkbox"/> 2	<input 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
Evaluation of the work by grade (1, 2, 3, 4)				<b>3</b>

Evaluation: 1 = the best

Date 01/02/2022

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Signature of Opponent

**Other comments or suggestions:**

The topic of the thesis is very important. I appreciate that the author tried to summarize the effect of mobile applications on different industries.

There is a missing chapter Objectives and methodology. The aim of the thesis is only mentioned in the Abstract.

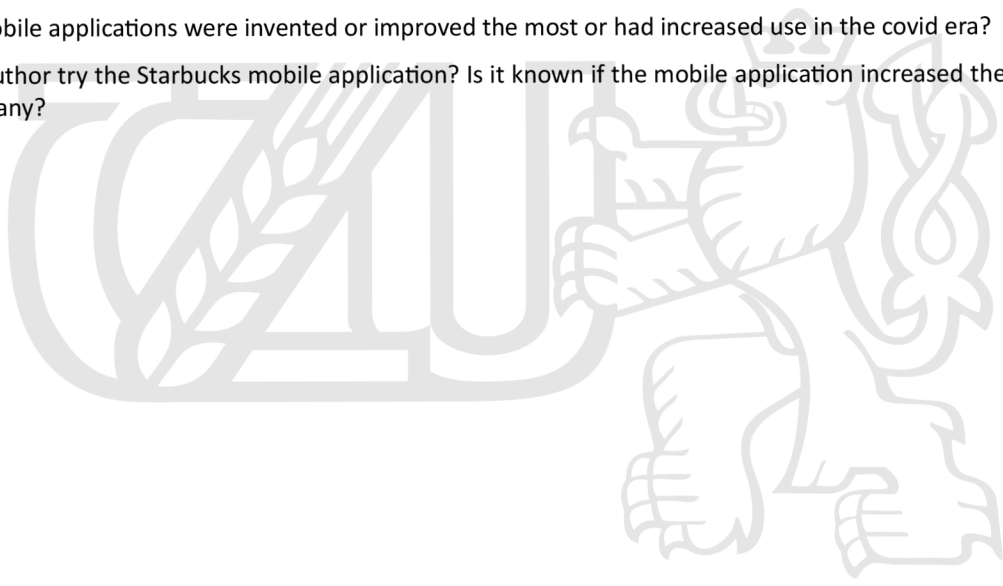
The literary sources are not uniform.

I recommend the thesis for the defence.

**Questions for thesis defence:**

Which mobile applications were invented or improved the most or had increased use in the covid era?

Did the author try the Starbucks mobile application? Is it known if the mobile application increased the revenues of the company?



Date 01/02/2022

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Signature of Opponent