

CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

Evaluation of the Bachelor Thesis by supervisor

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**

Formulation of objectives and Choice of appropriate methods and methodology used

1 2 3 4

Work with data and information

1 2 3 4

Logical process being used

1 2 3 4

The structure of paragraphs and chapters

1 2 3 4

Work with scientific literature (quotations, norms)

1 2 3 4

Comprehensibility of the text and level of language

1 2 3 4

Clarity and professionalism of expression in the thesis

1 2 3 4

Formal presentation of the work, the overall impression

1 2 3 4

Fulfillment of objectives, formulation of conclusions

1 2 3 4

Summary and key-words comply with the content the thesis

1 2 3 4

Evaluation of the work by grade (1, 2, 3, 4)

3

Evaluation: 1 = the best

Date 05/01/2022

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Supervisor signature

Other comments or suggestions:

The topic is very broad, thus the author had to stay on the surface. However, the author narrows down the topic with the case study of Starbucks. The author relies too much on the internet sources, some of which cannot be viewed as academically acceptable. The author does not include the date of access of the web pages in text (especially beneath the tables and graphs). On the other hand, in some cases in the list of references the dates of access to web pages are listed. The question for the defence: why the internet sources (especially the mass media) can be biased when analysing the impact of technological innovations on society?

Overall the author has proven the ability to structure the text, to work with relevant literature and to write a coherent paper. Therefore I recommend the paper for the defence.



Plagiarism control: The system Theses.cz has not assessed the thesis as suspicious.

Date 05/01/2022

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Supervisor signature