

## SUPERVISOR'S REVIEW OF BACHELOR'S THESIS

**Name of student:** Bin Ma

**Thesis title:** E-Commerce Marketing Strategy and Channels: Alibaba Group Case Study.

**Reviewer :** doc. Ing. Hana Mohelská, Ph.D.

**Thesis objective:** The aim of this thesis is to define marketing strategies and channels relating to e-commerce, especially for start-up e-commerce companies with limited resources.

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

### Comments and recommendations:

Page 31 – source Statista, 2018, page 32 – source Taobao, 2015, page 34 – source BBC, 2017 in the Bibliography are missing.

### Overall assessment and reasons for the final grade:

The author has worked on the Bachelor thesis systematically, correctly interpreting the obtained results, and with regard to the theoretical knowledge of the given subject. The chosen methods, as well as their application, are adequate. Based on the above mentioned, I can claim that the aim of the work has been fulfilled, and the Bachelor thesis is in accordance with the guidelines for authors.

**Questions for oral defence:**

The development of global e-commerce is unbalanced (Page 6, Figure 1). North America e-commerce is far ahead of other countries. However, in recent years, the rapid development of e-commerce in China has increasingly become the main market for international e-commerce.

Can we assume that this trend in online shopping will continue to grow?

**I recommend the thesis for oral defence.**

**Suggested final grade: C**

**Hradec Králové, 03/09/2018**

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signature