



## OPPONENT'S REVIEW OF BACHELOR'S THESIS

**Name of student:** Bin Ma

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

**Reviewer :** Tereza Otčenášková

**Thesis objective:** The aim of this thesis is to define marketing strategies and channels relating to e-commerce and to analyze the marketing strategies and channels adopted by Alibaba.

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

### Comments to results of anti-plagiarism check:

The results of anti-plagiarism check were all right (2%) and I agree with this fact, because the thesis is relatively original and most of the used resources are cited appropriately.

### Comments and recommendations:

The thesis, especially the recommendations, and their discussion could have been more detailed.

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

The author chose appropriate as well as topical issues to be discussed in his thesis. He introduces the theoretical background and analyses the Alibaba company. He mentions some current trends as well as Chinese specifics in relation to e-commerce, communication and general customer preferences. Moreover, particular recommendations might be useful not only for the analysed company. These can provide practical advice to the companies.

Nevertheless, the author generally should have emphasised and provide more details about marketing strategies and channels as “promised” in the title and objective. He does not provide sufficient value added in relation to the discussed issues, especially in the theoretical background. The author could have included deeper analysis and especially wider recommendations. Moreover, the author is not fully familiar with terminology as well as there are problems with flow of the text and thoughts. Obviously, he struggles with the language barrier a bit. Also the work with resources should have been better. Significantly more relevant and updated resources which are available could have been used.

Anyway, the author tried to offer some recommendations and introduce some current approaches within discussed topic. Among others, the thesis can serve as an inspiration for companies trading with Alibaba or serving the Chinese market. Therefore, C is suggested.

### **Questions for oral defence:**

According to your experience with living in the Czech Republic, please compare the Chinese and Czech customers and their shopping habits including the discussion of the best marketing strategies and tools available.

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

**Suggested final grade: C**

**Hradec Králové, 03/09/2018**

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