

OPPONENT'S REVIEW OF BACHELOR'S THESIS

Name of student: Alsanhani Aymen

Thesis title: The Impact of Customer Relationship Management on Marketing Performance

Reviewer : Tomas Ledvinka

Thesis objective: To explore financial and non-financial performance of two Yemeni banks (50 CAC and 42 Yemen international bank) in the field of Customer Relations.

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 type="checkbox"/>	<input checked="" 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 checked="" type="checkbox"/>	<input type="checkbox"/>	<input 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 checked="" type="checkbox"/>	<input type="checkbox"/>	<input 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 type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Formal layout	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" 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 type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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 CR management, nor in the field of banking. So I read this work mainly from the perspective of clarity and persuasiveness.

Although the thesis stands on questioners and quantitative data, I am taken aback by the absence of any methodological literature related to the source. Perhaps, this is hidden in the CRM books but it is very desirable to read also more general literature on methodology.

I believe that the author needs to be more careful when using the word "hypothesis". The meaning attributed to it is inaccurate in some contexts of the work. For instance, it is absolutely irrelevant that the value of the customer has emerged as a factor in all hypotheses, but it is important that it emerged in the results of the reification of the hypotheses. On the other hand, the questionnaires are, in my view, well-done and it is obvious that the author spend lot of time on the elaboration of the tables. But I haven't noticed any page numbers of the quotes.

I also believe that the research would deserve more nuanced contextual interpretation, which is unfortunately rather restricted. It is presented to the audience in the Czech republic, and this fact itself

should instigate the author to illuminate the country specifics of the banking and the relationships between it and customers in Yemen, at least, in an outline.

Overall assessment and reasons for the final grade:

It should be appreciated that the autor conducted his own research in the field and provide us with clear and logically built work without (except for minor deficiencies) formal failures.

Questions for oral defence:

Would it be meaningful to explore customer relations related to جِوَالَة (ḥawāla)? If so, what kind of methods will you chose? if not, what else would you explore instead? Can you also explain how this institution is different from the banks mentioned in your work? Is there anything similar to it in the Czech Republic?

I recommend the thesis for oral defence.

Suggested final grade: B

Hradec Králové, 22/05/2019

signature