

## SUPERVISOR'S REVIEW OF BACHELOR'S THESIS

**Name of student:** Samuel Edozie Akaniro

**Thesis title:** Management in the digital age: How technology commands business strategy, influences customer perception and loyalty

**Reviewer :** Pavel Bachmann

**Thesis objective:** Find out how the technology through strategic management influences business vision, mission, and strategy

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 checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Treating theoretical aspects of the topic	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Treating practical aspects of the topic	<input checked="" type="checkbox"/>	<input 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 checked="" 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 checked="" type="checkbox"/>	<input 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 checked="" type="checkbox"/>	<input 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 to results of anti-plagiarism check:

The bachelor thesis was checked by anti-plagiarism software, the overall agreement with other works was 0 %.

### Comments and recommendations:

The bachelor thesis of Mr. S. E. Akaniro is oriented on the modern topic of the technology, strategy, and business interconnection and it is worked out in extent of 44 pages.

The thesis objective is clearly defined with the help of four research questions. Despite the nature of the text is rather theoretical than practical, it has some practical implications. The literature review includes chapters focusing on the management in the digital age, technology and business strategy, and technology and the customer. Author

used 60 references originated from journals as well from popular and publicly well-known resources, including some recognized newspapers.

In the practical part the author introduced a Tesla case study; on this example he has demonstrated current trend of influence of technology on the management strategy and the business itself. Main findings and interpretations of other studies are presented in the discussion chapter.

In terms of content, I consider this work to be very appropriate and beneficial to the field. However, in terms of formal requirements, the work has some shortcomings (wrong number of research questions, typos).

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

In overall, the author demonstrated his ability to work independently, the thesis is beneficial and I recommend this work for defence.

**Questions for oral defence:**

1. Can you name out some more cases when the technology commanded the management strategy and how it is affected the nature of the business conducted?
2. What do you think about the future in this field?

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

**Suggested final grade: A**

**Hradec Králové, 15/05/2019**

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signature