

OPPONENT'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 : Tomas Kala

Thesis objective: Not specified in the work assignment.

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 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 checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dealing with literature sources	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Logical structure and composition of the thesis	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Language and terminology	<input checked="" 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 to results of anti-plagiarism check:

The anti-plagiarism system showed no shortcomings.

Comments and recommendations:

There are a numerous inaccuracies and grammatical errors in the text of the thesis.

Overall assessment and reasons for the final grade:

The thesis has the character of an evaluation study. An author has collected and analysed lots of substantial strategic ideas and facts on the future development of the World from reliable resources. He also used a number of appropriate case studies to clarify the urgency of the issue.

In my opinion, the assed work meets all the demands placed on the Faculty of Informatics and Management of the University of Hradec Kralove for the final Bachelor Thesis.

Questions for oral defence:

What are your plans for the practical use of the results of your bachelor thesis.

I recommend the thesis for oral defence.

Suggested final grade: A

Hradec Králové, 15/05/2019

signature