



## Opponent review

Department:	112 - Management
Author:	Bc. Pavla Vondráková
Title:	CRM in Service Oriented Organizations in European Union
Supervisor:	Ing. Sylvie Formánková, Ph.D.

### Part I – Basic requirements for master thesis

**Instructions:**

- The first part of the review concentrates on critical parts of master thesis that are required to recommend the thesis to be defended. These aspects could be evaluated only by answers yes-no.
- If at least one aspect is evaluated in the negative way, the thesis may not be recommended for defense. The reasons for the negative decisions should be specified and the second part of the review does not have to be completed.

1. Does the thesis contain objective defined correctly and does the objective correspond to the common requirements for the master thesis?	YES
2. Is the review of literature including the citations and references elaborated correctly from the methodological and formal point of view?	YES
3. Does the thesis include precise description of used methods and are these methods suitable for defined objective?	YES
4. Does the thesis covers the clear conclusions, reasoned recommendations, justified suggestions, etc. that bring new knowledge or information?	YES

Reasons for negative answers, specification of missing or unsatisfactory parts:

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### Part II – Quality of master thesis

**Instructions:**

- The second part of the review regards with quality evaluation of selected aspect of the thesis. The thesis could obtain 0-60 points in total. Zero points correspond to thesis meeting only the minimal requirements, while thesis evaluated by 60 points is excellent and inventive in all evaluated aspects.
- The evaluation scale has five levels:
  - accomplished, at the level of minimum of requirements given in part I (0 points)
  - accomplished with significant but not critical imperfections (2 points)
  - accomplished, the imperfections do not influence the merit of the thesis and mainly the results (5 points)
  - accomplished fully without any reservations and in the exhausting way (8 points)
  - excellent, extraordinary, originative and completely correct accomplishment (10 points)
- Points assigned in evaluation of individual aspect have to be briefly justified; the extraordinary solutions have to be considered.

<b>5. Contribution, originality, demandingness of the thesis</b>	<b>Points: 5</b>
(frequency of the issue, non-existence of conventional solution, unavailability of solution for researched conditions, expected and real contribution of the thesis, extent of the specific knowledge needed to meet the objective, ...)	
The author deals with a problem that is actual and could bring usefull information for all organizations in this field. The frequency of the topics is average.	

<b>6. Quality of the review of the literature</b>	<b>Points: 5</b>
(extent of surveyed literature and its up-to-dateness and representativeness, use of foreign and cardinal sources, suitability of survey for own research,, discussion of alternative approaches, analysis of citations and references, synthesis of theoretical knowledge for own research,...)	
The extent and the up-to-dateness of the literature was fulfilled. The author uses cardinal sources as well as new modern literature and papers. She discusses alternative approaches and analyses the citations. The knowledge gained through the literature was later used in the own research.	

<b>7. Methodology and its application</b>	<b>Points: 5</b>
(discussion of suitability of chosen method, comparison of alternative attitudes, possibility to verify the results, correctness of application of methods, suitability of data samples used, preventing errors and shortages of applied methods, comparison of results, variations reasoning, ...)	
The author discusses chosen methods and compares the alternative attitudes. She verifies the results using simple statistical methods. The chosen methodology is corresponding to the aim of the thesis.	

<b>8. Own research</b>	<b>Points: 5</b>
(depth and complexity of performed analysis, extent of use of knowledge from literature review, proving facts, suitability of samples and sources used, treatment of data errors, level of meeting the thesis objective, hypotheses answering, ...)	
The author analyses a lot of data, she used simple statistical methods, analysed the data and made conclusions. She used the literature review and the knowledge gained through studies on the master level to achieve the objective of the thesis.	

<b>9. Conclusions and recommendations</b>	<b>Points: 2</b>
(correctness of conclusions, explicit formulations, adequacy of suggestions, generalizing conclusions, applicability of recommendations, ...)	
The suggestions are adequate to the objectie but they could be more elaborated. The generalization of the conclusions would be possible after some modifications for certain companies.	

<b>10. Logical framework, formal requirements</b>	<b>Points: 5</b>
(correct structure, logical coherence of text, correctness of terminology, explicitness and clarity of graphics, accurateness of language, ...)	
The structure is correct. There are small imperfections that don't influence the thesis in a significant way.	

### Part III – Summary and final evaluation

#### Instructions:

1. After summarizing the points the reviewer marks with a cross the appropriate final evaluation according to corresponding interval of points.
2. The clear final decision has to be stated in the conclusion. The thesis can be recommended to be defended only in the case, when there is no negative evaluation in the part I of this review.
3. In the following part the reviewer has the opportunity to give his/her opinion to thesis as a whole and give further suggestions and comments.

Total points: 27 points

Final evaluation:

	0–12 points	accomplished at the level of minimum of requirements given in part I
	13–24 points	accomplished with significant but not critical imperfections
<b>X</b>	25–36 points	accomplished, the imperfections do not influence the merit of the thesis and mainly the results
	37–48 points	accomplished fully without any reservations and in the exhausting way
	49–60 points	excellent, extraordinary, originative and completely correct accomplishment

Final decision: **I RECOMMEND** thesis to be defended.

Further comments and suggestions the author should discuss within the defense of the thesis:
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What are the specifics of CRM in SERVICE oriented organizations?
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Date: 5.6.2014

Name and signature: doc. Ing. Helena Chládková, Ph.D.

Position of reviewer in his/her institution (not required if from FBE MENDELU):