



Department:	112 - Management
Author:	Bc. Monika Malátková
Title:	Free movement of services - Case study of Mystery shopping in Poland
Supervisor:	Ing. Sylvie Formánková, Ph.D.

Part I – Basic requirements for master thesis

Instructions:

1. 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.
2. 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:

Part II – Quality of master thesis

Instructions:

1. 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.
2. 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)
3. Points assigned in evaluation of individual aspect have to be briefly justified; the extraordinary solutions have to be considered.

5. Contribution, originality, demandingness of the thesis	Points: 5
(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, ...)	
<p>The topic was selected according to the results of a pre-research. So it could be expected that the results are beneficial for many marketing companies focusing on mystery shopping. To get usefull results it is necessary to study the factor conditions in the selected state which is not easy and it takes a lot of time to do appropriate analysis. It is clear that the conclusions have to be modified accroding to the factors from tne internal environment of the certain company.</p>	

6. Quality of the review of the literature	Points: 5
(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,...)	
<p>The literature overview is divided in three main parts - global services, EU and single market for services and international strategic management. The author uses appropriate number of sources in Czech, English and Polish language. The literature overview is coherent to the results and objectives of the thesis. She discusses different alternative approaches and compares the statements.</p>	

7. Methodology and its application	Points: 5
(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, ...)	
<p>The author uses pre-research to get the starting point for the future analysis. She uses PESTE analysis to see the macro-environment of the industry. The general results from the macro-environemnt are supported by the results from Poretr's five competitive forces modified by Grove in the Grove's model.</p>	

8. Own research	Points: 5
(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, ...)	
<p>The PESTe analysis is general and to have a really good overview of the situation it should be more detailed and specified on the certain (analysed) indsutry. On the other hand I see the difficulties with getting appropriate results from this industry. Not all data are available. The results of the Grove's model are already more concreted and could be usefull for the whole industry. The author uses knowledge from the literature overview, analyses different possibilities and makes conclusions.</p>	

9. Conclusions and recommendations	Points: 5
(correctness of conclusions, explicit formulations, adequacy of suggestions, generalizing conclusions, applicability of recommendations, ...)	
<p>In the conclusion the author analyses two possibilities. She compares the results and suggests strategy for a certain company used in the case study. Most of the reuslts of the PESTE analysis and Grove model could be generalized and used for the whole industry. The results of the comparison could serve as a good overview - what the companies have to take into account when choosing between these two options. The recommendation could be modified by other companies according to the analysis of ther intrnal environment and possibilities.</p>	

10. Logical framework, formal requirements	Points: 2
(correct structure, logical coherence of text, correctness of terminology, explicitness and clarity of graphics, accurateness of language, ...)	
<p>The structure of the thesis is logical and according to the diploma thesis requirements. The terminology used in the text is correct. The language level is good. There are many typing errors that decrease the</p>	

level of the thesis.

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
X	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:

The author completely reworked the whole thesis. She regularly consulted the thesis with the supervisor. She took consultation with specialists on free movement services and mystery shopping. She discussed the whole process with representatives of marketing companies focusing on mystery shopping. She was very responsible and she elaborated all the recommendations and comments from the first defence (after separate consultations with some committee members) in the thesis and did her best to improve the thesis according to the requirements. I appreciate her effort and recommend the thesis to be defended. I have following questions:

1. After the consultation with the concrete marketing company (Langer Marketing, s.r.o.) which of your suggested recommendations will be applied?
1. Did you consider the option to use the cooperation with universities in Czech Republic and Poland (students doing mystery shopping under the leadership of the teachers or research assistants)?

Date: 31.5.2014

Name and signature of the supervisor: Ing. Sylvie Formánková, Ph.D

Date:

Name and signature of the head of the department: