

# Report on Bachelor / Master Thesis

Institute of Economic Studies, Faculty of Social Sciences, Charles University in Prague

<b>Student:</b>	<b>Vladimir Zobal</b>
<b>Advisor:</b>	<b>Karel Janda</b>
<b>Title of the thesis:</b>	<b>Beer Consumption Patterns in Europe</b>

## **OVERALL ASSESSMENT** (provided in English, Czech, or Slovak):

*Please provide your assessment of each of the following four categories, summary and suggested questions for the discussion. The minimum length of the report is 300 words.*

**Contribution** A positive feature of this thesis is that it is very much a result of quite independent work of Vladimir Zobal, who actively worked on his thesis on his own instead of being dependent on extensive guidance by his advisor. The thesis provides a nice description of the beer production and consumption development as well as new empirical investigation of the determinants of beer consumption.

**Methods** First part of the thesis is a descriptive analysis. This description of the development of beer industry is interesting and it is standing mainly on its own since it is not directly further elaborated in the empirical part of the thesis. The empirical parts relies on econometric analysis. While the description of econometric techniques used in the thesis is fine for the student thesis, it would not be suitable for a journal publication, since it is mainly a repetition of a standard textbook treatment. The European panel analysis uses relatively appropriate data. However the Czech analysis based on a few yearly observations is not really persuasive. The work with the data could be better explained and most likely better data, especially for a case study of a single country, could be prepared.

**Literature** The work with literature showed in the final version of the thesis provides a large improvement as compared to a previous draft of the thesis which I have read a few weeks ago.

**Manuscript form** English of the thesis could be improved, a number of typos or cumbersome stylistical parts could be reduced. Structure of the thesis should be improved too, since the thesis often asks interesting questions without actually even attempting to answer them.

### **Summary and suggested questions for the discussion during the defense**

How are the political and macroeconomic influences analyzed (see the 5th paragraph on page 2, defining the aims of the thesis)?

How does the thesis answer the questions „An average Czech adult consumes around 143 liters of beer per year, which is twice the European average consumption per capita. In the last few years this number is gradually decreasing and the reason, why it is happening, is to be analyzed in this thesis. A question now arises: could it be awarded to growing standard of living leading to substitution of beer by more luxurious drinks?“ In particular how does it deal with substitution of beer by wine or spirits?

How is the discussion of beer banning countries (p. 25) and in general the WHO Data section on page 25 directly relevant to the empirical content of the thesis?

How is anti-tobacco act incorporated in the Czech model with 18 (or 17) yearly observations? See „Hypothesis #3: In The Czech Republic there is correlation between consumption of beer and tobacco products.

- This relationship was not influenced by the anti-tobacco act established in 2017.
  - The anti-tobacco act has influence on market share of bottled and draft beer.“
- on page 32?“

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The thesis as it is, feels rather as a draft needing further work – it raises a number of interesting and important issues without actually answering them in a proper way. However even in this form, the thesis still provides a good contribution to the European and particularly Czech beer-economics.

Is the low share of micro-brewing beer sales only a question of taste or is it driven also by higher cost of micro-brewed beer (is micro-brewed beer actually more expensive than large scale production beer? See the statement on page 12:

„Anyway, European micro-brewing manufacturers produce only around 2% of total production, meaning that perhaps people in general are still suspicious about foods or beverages they are not so familiar with and prefer industrial mass-produced products, which they are accustomed to consume.“ Also, are microbreweries active in so called off-trade sector? I.e. is the share of microbreweries on total production relevant or should we consider only a share on so called on-trade sector?

## **SUMMARY OF POINTS AWARDED** (for details, see below):

<b>CATEGORY</b>	<b>POINTS</b>
<i>Contribution</i> (max. 30 points)	22
<i>Methods</i> (max. 30 points)	16
<i>Literature</i> (max. 20 points)	18
<i>Manuscript Form</i> (max. 20 points)	15
<b>TOTAL POINTS</b> (max. 100 points)	<b>71</b>
<b>GRADE</b> (A – B – C – D – E – F)	<b>C</b>

**NAME OF THE REFEREE:** *Karel Janda*

**DATE OF EVALUATION:** *August 7, 2019*

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**Referee Signature**

**EXPLANATION OF CATEGORIES AND SCALE:**

**CONTRIBUTION:** *The author presents original ideas on the topic demonstrating critical thinking and ability to draw conclusions based on the knowledge of relevant theory and empirics. There is a distinct value added of the thesis.*

<i>Strong</i>	<i>Average</i>	<i>Weak</i>
30	15	0

**METHODS:** *The tools used are relevant to the research question being investigated, and adequate to the author's level of studies. The thesis topic is comprehensively analyzed.*

<i>Strong</i>	<i>Average</i>	<i>Weak</i>
30	15	0

**LITERATURE REVIEW:** *The thesis demonstrates author's full understanding and command of recent literature. The author quotes relevant literature in a proper way.*

<i>Strong</i>	<i>Average</i>	<i>Weak</i>
20	10	0

**MANUSCRIPT FORM:** *The thesis is well structured. The student uses appropriate language and style, including academic format for graphs and tables. The text effectively refers to graphs and tables and disposes with a complete bibliography.*

<i>Strong</i>	<i>Average</i>	<i>Weak</i>
20	10	0

**Overall grading:**

TOTAL	GRADE
91 – 100	A
81 - 90	B
71 - 80	C
61 – 70	D
51 – 60	E
0 – 50	F