

# UNIVERZITA KARLOVA

Fakulta sociálních věd

## Zápis o části bakalářské státní zkoušky Záznam o průběhu obhajoby

Akademický rok: 2019/2020

**Jméno a příjmení studenta:** Šimon Appelt  
**Rok narození:** 1997  
**Identifikační číslo studenta:** 96460663

**Typ studijního programu:** bakalářský  
**Studijní program:** Ekonomické teorie  
**Studijní obor:** Ekonomie a finance  
**Identifikační čísla studia:** 555536

**Název práce:** Website Development as a Credence Good: A Field Experiment  
**Pracoviště práce:** Institut ekonomických studií (23-IES)  
**Jazyk práce:** angličtina  
**Jazyk obhajoby:** čeština  
**Vedoucí:** doc. PhDr. Julie Chytilová, Ph.D.  
**Oponent(i):** Mgr. Dominika Špolcová

**Datum obhajoby:** 09.06.2020      **Místo obhajoby:** Praha

**Průběh obhajoby:** Simon introduced the topic and the main research questions. The definition of credence goods was provided. The experimental setup was specified in detail. The Committee for Ethics of the Faculty approved the research design. The main specifics of interest was gender and the perceived technical skills of the customer. Analysis of means was described carefully. Dispersion of offered price (CZK 4k-650k) is considerable. The model specification and assumptions were well described. Summary of various models was presented. The main results: no evidence of discrimination between groups, high rate of return (76%), reasonable significant variables. Finally, the limitations of the methodology were openly presented. The committee discussed topics of the high dispersion of the offered price, the overall insignificant differences between the groups and potential improvements in the further research, the role of the age (of the company) variable in the model suggesting a nonlinear relationship, the question of the overall economic message of the thesis (consumers' vs. companies' side), the data pre-processing (outliers filtering), potential price discrimination after potential additional communication. The student was able to answer these questions perfectly.

**Výsledek obhajoby:** výborně (A)

**Předseda komise:** doc. PhDr. Julie Chytilová, Ph.D. (přítomen) .....

**Členové komise:** Mgr. Barbara Pertold-Gebicka, M.A., Ph.D. (přítomen) .....

PhDr. Michal Hlaváček, Ph.D. (přítomen) .....

PhDr. Mgr. Jiří Kukačka, Ph.D. (přítomen) .....