

Report on Bachelor / Master Thesis

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

Student:	Barbora Jakubová
Advisor:	Šarlota smutná
Title of the thesis:	Determinants of demand for farm dairy products

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

Contribution

The local, farm or organic food increases its popularity. This thesis focuses on describing the demand for farm products in the Czech Republic. Literature review suggests that this thesis is a pilot in the Czech environment. It employs the data from one specific project where small farmers cooperate and sell their products directly to consumers. The thesis focuses on the dairy products that are in the offer from the beginning of the project. It examines the evolution of demand for these products (compared to the overall consumption data) together with evaluating the characteristics of consumers.

Methods

The author employs unique dataset from the real farm project. Firstly, there is time series data on total purchases and prices of products that is combined with information from the Czech Statistical Office on overall consumption and prices of analyzed products. Secondly, there is information on individual purchases of different customers. The author complements this second source by socio-demographic information on customers by conducting a questionnaire among them. The methods to answer the research questions are adequately described. The author employs the standard methods that are presented during the bachelor studies. The structure of the data shows the problem of unit root that is treated by differencing. The problem of unit root is not common in the demand data. There was no similar example found in the literature to support the approach in this specific case.

Literature

The literature review brings relevant topics to the discussion. Besides the general introduction to the demand theory, the author summarizes papers relevant to her empirical part. Further, she describes the general situation on the dairy market, the trends between Czech consumers and presents the concept of Alternative Food Networks. In my opinion, the review covers all aspects and issues that appear along with the topic of demand for local farm dairy products.

Manuscript form

The form of the thesis fulfils the requirements. The text is coherent, well structured, and the reader can easily follow the work step by step. I appreciate the figures that are clear, comprehensible and illustrate the discussed topic and visualize relevant information. Together with tables, they are properly quoted in the text.

Summary and suggested questions for the discussion during the defense

The cooperation with the student during the thesis writing was very pleasant. She worked independently, and all my additional comments and questions are reflected in the final version of the thesis.

This work fulfils the requirements for a bachelor thesis at IES, Faculty of Social Sciences, Charles University and I recommend it for the defense and suggest grade A.

The results of the Urkund analysis do not indicate significant text similarity with other available sources.

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

CATEGORY	POINTS
<i>Contribution (max. 30 points)</i>	<i>27</i>
<i>Methods (max. 30 points)</i>	<i>27</i>
<i>Literature (max. 20 points)</i>	<i>20</i>
<i>Manuscript Form (max. 20 points)</i>	<i>19</i>
TOTAL POINTS (max. 100 points)	93
GRADE (A – B – C – D – E – F)	A

NAME OF THE REFEREE: Šarlota Smutná

DATE OF EVALUATION: 30.8.2020

*Digitally signed (30.8.2020):
Šarlota Smutná*

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.*

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.*

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

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.*

Overall grading:

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