

UNIVERZITA KARLOVA

Fakulta sociálních věd

Zápis o části magisterské státní zkoušky Záznam o průběhu obhajoby

Akademický rok: 2019/2020

Jméno a příjmení studenta: Bc. Radka Doležalová
Rok narození: 1994
Identifikační číslo studenta: 55269855

Typ studijního programu: navazující magisterský
Studijní program: Ekonomické teorie
Studijní obor: Ekonomie a finance
Identifikační čísla studia: 555707

Název práce: What is My Car Worth? Hedonic Price Analysis of the German Used Car Market
Pracoviště práce: Institut ekonomických studií (23-IES)
Jazyk práce: angličtina
Jazyk obhajoby: čeština
Vedoucí: Mgr. Petr Polák, M.Sc.
Oponent(i): RNDr. Michal Červinka, Ph.D.

Datum obhajoby: 15.09.2020 **Místo obhajoby:** Praha

Průběh obhajoby: Radka started her presentation with the motivation of "world motorization", and the phenomena of cars as an integral part of society nowadays. She then stressed the lack of studied explanatory variables in the current literature, the regional differences, and price formation in the e-commerce environment. Data collection via data scrapping was explained. Hedonic price analysis and BMA are the main methodological approaches. The main results comprise the non-significant effect of selling channels and a small effect of the full-service historical entries.

The student also responded directly to the main points of the opponent: a shortage of testing of correlation between variables, questionable contribution use of the BMA.

The defense committee discussed the questions of potential multicollinearity vs. BMA "solution" due to strong correlations among several variables, potential price negotiations within the car market, technicalities of the data collection from databases (e.g. why 10%, how the randomness was achieved), the usefulness of findings for customers, and the potential "arbitrage" effects between the Czech and German market. The BMA utilization within the hedonic pricing model in other fields was further discussed. Radka was able to respond to these questions very well and had many slides prepared in advance to support her answers to potential questions from the reports.

Výsledek obhajoby: výborně (B)

Předseda komise: doc. PhDr. Adam Geršl, Ph.D. (přítomen)

Členové komise: prof. Ing. Karel Janda, Dr., Ph.D., M.A. (přítomen)

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

doc. PhDr. Martin Gregor, Ph.D. (přítomen)