

Report on Bachelor / Master Thesis

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

Student:	Vojtěch Smola
Advisor:	doc. PhDr. Martin Gregor, Ph.D.
Title of the thesis:	Empirická analýza efektivity fotbalových klubů anglické Premier League v sezoně 2019/20

OVERALL ASSESSMENT

Contribution

Thesis achieves goals from the proposal.

Methods

Using number of Instagram fans as a proxy for popularity and interest should be better reasoned and defended. Author relies on reasoning that population size is not enough in the globalized world and based on appeal to authority it doesn't matter what social media site we will use, so let's use Instagram. Reviewing the referenced news article by Wright doesn't support in my view authors conclusion. This concern is magnified by the results of the model, where optimal change of number of Instagram fans is always negative, peaking at -171.6% in case of West Ham United. If author is not sure of the correct approach, other variables can be always included as a robustness check or as an additional input to the model.

Number of input variables to the model should be increased or their current size should be better defended. Referenced paper by Haas (2003) uses larger number of input variables. Availability of data is not an excuse in this type of study.

Results of the model, recommending decrease of all inputs to achieve effectiveness are concerning but in line with referenced paper of Haas (2003).

Overall, thesis should build upon Haas (2003) approach and expand the topic, not reduce it, and use different data to pass as a contribution.

Literature

Thesis uses appropriate and modern literature. Citations are done in a proper way.

Manuscript form

Thesis is sufficiently well formatted. Units should be present in tables themselves, not just in accompanying text. Misspellings and typographical errors are rare. Inflections of surname Haas are inconsistent (Haaseho, Haase).

Tables should contain references to data sources or sources should be mentioned in the text. There is no reference in accompanying text or the whole thesis about the source of the Instagram fans data (and date of their collection) and any other used data (sources are mentioned only in the assignment).

Equations at p. 37, 38 and 39 should be centered.

Table 4 (Tabulka č. 4: Počet fanoušků na Instagram) and Table 6 (Tabulka č. 6: Bodový zisk v sezoně) should be different but are the same and contains the same numbers. This damages ease of interpretation of Tables 7 and Table 8, because Table 6 should be in the same order as them.

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Author uses language that make some parts of his thesis seems very casual and not serious (“aby mohl fotbal dále vzkvétat“, “fotbal není jen sport, také byznys, jelikož celý svět se dnes točí okolo peněz“).

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

Summary and suggested questions for the discussion during the defense

Thesis barely satisfies requirements for a bachelor thesis, but it is recommended for defense. Grade D is recommended.

Suggested questions for the defense:

1. You use two output variables, number of points and total income. In the Introduction to the thesis, you mention that the main goal of some club owners is not money, but glory. Can you imagine some other variable, besides number of points that can be a proxy for “glory”?
2. Results of your thesis indicate that for all that clubs it will be efficient to decrease their payroll, size of the stadiums and number of Instagram followers. Can you explain this, or your model is wrong?
3. In the Conclusion you indicate the exceptional nature of Season 2019/20 because of the starting pandemic. Why not analyze Season 2018/19?

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

CATEGORY	POINTS
<i>Contribution</i> (max. 30 points)	15
<i>Methods</i> (max. 30 points)	15
<i>Literature</i> (max. 20 points)	20
<i>Manuscript Form</i> (max. 20 points)	11
TOTAL POINTS (max. 100 points)	61
GRADE (A – B – C – D – E – F)	D

NAME OF THE REFEREE: Ing. Jan Vávra

DATE OF EVALUATION: 01/09/2021

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