



# Report on the part of the master state examination Record of the thesis defence

Academic year: 2021/2022

**Student's name and surname:** Dinara Zakharova  
**Student's ID:** 85614510

**Type of the study programme:** Master's (post-Bachelor)  
**Study programme:** International Economic and Political Studies  
**Study ID:** 682466

**Title of the thesis:** Success factors of place branding of European cities  
**Thesis department:** Department of Political Science (23-KP)  
**Language of the thesis:** English  
**Language of defence:** English  
**Advisor:** Ing. Bc. Petra Koudelková, Ph.D.  
**Reviewer(s):** PhDr. Tereza Klabíková Rábová, Ph.D.  
**Date of defence:** 20.09.2022    **Venue of defence:** Praha  
**Attempt:** regular

**Course of defence:** Student introduced the topic of the thesis, the success factors of place branding of European cities, results and the limitations of the thesis. Commission presented the reviews of the supervisor and opponent. Commission further asked about the coding process, student answered. Commission agreed on the final grade of A.

**Result of defence:** excellent (A)

**Chair of the board:** Janusz Salamon, Ph.D. (present) .....

**Committee members:** Mgr. Bohumil Doboš, Ph.D. (present) .....  
Ing. Vilém Semerák, M.A., Ph.D. (present) .....