

Report on Bachelor / Master Thesis

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

Student:	Bc. Hana Pražáková
Advisor:	Doc. Ing. Tomáš Cahlík, CSc.
Title of the thesis:	The Consumer Choice in the E-Commerce Environment

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

The bachelor thesis deals with an interesting topic, which is also a current one. The structure of the thesis is well designed and the author follows a clear path from an initial problem analysis to a concrete model and description of results.

It should be appreciated that the author took some time to prepare a questionnaire to gather data for analysis. The number and structure of questions is well prepared. Even the number of subjects that responded to the questions is quite high and more than sufficient.

Overall it should be pointed out that the proposed model, data available for analysis and the results are a very good piece of work. This is definitely one of the best bachelor thesis that I had a chance to review. If the thesis is recommended for a deans award, I would gladly support the recommendation.

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

CATEGORY	POINTS
Literature (max. 20 points)	17
Methods (max. 30 points)	28
Contribution (max. 30 points)	28
Manuscript Form (max. 20 points)	17
TOTAL POINTS (max. 100 points)	90
GRADE (1 – 2 – 3 – 4)	1

NAME OF THE REFEREE: PhDr. Ivo Jánký

DATE OF EVALUATION: 15.1.2014



Referee Signature

EXPLANATION OF CATEGORIES AND SCALE:

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

Strong Average Weak
20 10 0

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.*

Strong Average Weak
30 15 0

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.*

Strong Average Weak
30 15 0

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.*

Strong Average Weak
20 10 0

Overall grading:

TOTAL POINTS	GRADE		
81 – 100	1	= excellent	= výborně
61 – 80	2	= good	= velmi dobře
41 – 60	3	= satisfactory	= dobře
0 – 40	4	= fail	= nedoporučuji k obhajobě