Report on **Bachelor Thesis**

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

Student:	Kateřina Doskočilová
Advisor:	Petr Polák MSc.
Title of the thesis:	Willingness to pay for mobile internet in the Czech Republic

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

The author of the bachelor thesis Kateřina Doskočilová has chosen a highly discussed topic of mobile internet which depends on data. She analyzes and describes the current market with the focus on price.

Both parties, providers as well as consumers are adapting to new technologies and services that these technologies offer. At the same time both parties need to value the instant availability, speed and applications which are new to them. The thesis of Kateřina Doskočilová revolves around the willingness to pay for mobile internet data.

The thesis is logically structured, nicely written, easy to follow and read, although the introduction is a bit too technical for economics. The author proves adequate knowledge of econometrics (for bachelor degree), just the initial number of explanatory variable (24) is too big. The analysis is based on self-developed questionnaires, one of the very few shortcomings of the thesis is hidden in the way the questionnaires were distributed as the data set (author also admits) seems to be biased towards university students respondents and does not really reflect Czech population.

The microeconomic study of consumer behavior in this field is quite novel in the Czech Republic. The author has certainly devoted a significant amount of time to mobile internet data market, therefore, **I do recommend this thesis to be defended, suggested grade is excellent.**

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

CATEGORY		POINTS
Literature	*(max. 20 points)*	15
Methods	*(max. 30 points)*	28
Contribution	*(max. 30 points)*	26
Manuscript Form	*(max. 20 points)*	19
TOTAL POINTS	*(max. 100 points)*	88
GRADE	*(1 – 2 – 3 – 4)*	1

NAME OF THE REFEREE: PhDr. Petra Luňáčková

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