

Report on Bachelor / Master 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):*

Kateřina Doskočilová focuses in her thesis on willingness to pay for the internet access on mobile devices in the Czech Republic. Since people are using mobile devices on daily basis and the importance of data access is increasing as the internet becomes the key communication channel between people, the topic of this thesis is rather important. Recent newspaper articles claim, that the data packages offered by providers belong to the most expensive ones in the area. Yet the question is, how much are people willing to pay for the internet access and what influences such decision. The topic is not completely new, but Kateřina not only follows the latest literature but she also approaches the topic in a bit modified way and focuses on the Czech Republic, which is unique.

Literature

All sources are well referenced, studies used belong to the core of the studied topic. I like that Kateřina follows previous works written at Charles University and uses variety of available sources. All relevant studies examining the stated preferences and WTP for mobile services are mentioned and nicely summarized. Minor comment is that the way previous studies gathered data should be mentioned as well.

Methods

The thesis follows standard methodology which is explained well. There is a good description of input data as well as results. Kateřina fully explains the reasons for choosing the methodology as well as limitations connected to the interpretation. The only minor comment from my side is the way the results are discussed. I think there are quite some interesting conclusions which can be derived from the results, if they are not highlighted enough from less interesting results.

Contribution

Kateřina uses her own dataset, which is unique for the Czech Republic. To my knowledge, there is no other study analysing this topic, any result is therefore of highly added value. Quite interesting is the comparison of revealed and stated preferences of the respondents.

Manuscript Form

The thesis itself is very well written, using standard template which is highly appreciated. Reader can easily follow the structure – literature review, followed by the theoretical concepts. Data were gathered by questionnaire and examined with suitable model also widely used for similar research. Everything is properly commented and explained to the reader.

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Kateřina worked on his thesis independently and with enthusiasm. I gladly provided my comments which were mostly incorporated and therefore I do not have any major remarks to the thesis. For the defence, following topics could be discussed:

- a) How would you change the questionnaire if you were to conduct any similar research?
- b) If media claim, that data access is expensive, how would you explain the fact, that people are actually willing to pay roughly the same as they are paying now?
- c) Being a provider, how would you set the tariffs using the results of your thesis?

I recommend the thesis for defence and for reasons stated above I suggest grade A.

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

CATEGORY	POINTS
<i>Literature</i> (max. 20 points)	18
<i>Methods</i> (max. 30 points)	26
<i>Contribution</i> (max. 30 points)	30
<i>Manuscript Form</i> (max. 20 points)	18
TOTAL POINTS (max. 100 points)	9
GRADE (1 – 2 – 3 – 4)	1

NAME OF THE REFEREE: Petr Polák

DATE OF EVALUATION: 24. 8. 2016



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