

Report on Bachelor / Master Thesis

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

Student:	Bc. Zuzana Rakovská
Advisor:	PhDr. Václav Korběl
Title of the thesis:	Drivers of knowledge base adoption, analysis of Czech corporate environment

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

Zuzana Rakovská chose a new and interesting topic of knowledge base adoption in firms. She decided to deal with it in an innovative way - merging applied microeconometrics with insights from behavioral economics. The thesis is written with solid English, using advanced econometric techniques and carefully interpreting empirical results. The results are not only interesting for firms wanting to know what factors could lead to higher activity within knowledge management systems but also from a more general standpoint of human behavior. It very nicely depicts what are the key drivers and triggers for people participating in collaborative activities.

In the first part, Zuzana summarizes literature on the topic of knowledge base adoption and gamification. Since that topic has not been widely studied in economics, she includes literature from relating fields of management or business studies. The literature review is sufficient for master thesis, maybe it could gain more power when written more concisely. Using a unique dataset of KMS from two Czech companies allows Zuzana to test rich set of hypotheses such as if activity of coworkers (visits or comments) increase content creation, the impact of gamified tools or differences between large and small company.

As I pointed out at the beginning, the main contribution lies in the precise empirical analysis where Zuzana employs advanced econometric techniques including zero-inflated negative binomial model or negative binomial model. The advanced models are not used to make the analysis more complicated but to overcome problems of overdispersion and excess zero problems. Thanks to it the author is able to get unbiased estimates even for very problematic dataset.

Not surprisingly, Zuzana finds a positive effect of coworker activities on further content creation. What is interesting for me, as a behavioral economist, is that people are also motivated by special gamified tools such as *Hall of fame*. It shows that people could be nudged into higher activity when a designer knows underlying mechanisms and motivations well. It confirms the importance of studying human motivations and behavior even in businesses or in policy making. This approach has been embraced not only by numerous economists such as Richard Thaler but also by many firms and governments (creation of nudge units in USA or Australia) even for macro issues as taxes.

The thesis is of high quality. The manuscript is well structured and written with solid English. The analysis is well conducted using techniques exceeding the master level at the IES. The thesis then contributes not only to the new field of gamification but it serves as a first study from the Czech environment. Even though Zuzana improved readability of text during the process of writing a lot, it is still a bit difficult to follow some parts of the thesis. Especially, Data and Results part are written in slightly complicated way but I still consider it adequate for master thesis. Apart from all factual points, I also highly appreciate that Zuzana worked independently on the thesis and consulted with me regularly.

Therefore, I have no further comments since all of them were included during previous iterations. From all of the abovementioned reasons I suggest the grade **1, excellent**.

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

CATEGORY	POINTS
Literature (max. 20 points)	18
Methods (max. 30 points)	30
Contribution (max. 30 points)	30
Manuscript Form (max. 20 points)	15
TOTAL POINTS (max. 100 points)	93
GRADE (1 – 2 – 3 – 4)	1

NAME OF THE REFEREE: PhDr. Václav Korběl

DATE OF EVALUATION: 7.9.2015

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.*

<i>Strong</i>	<i>Average</i>	<i>Weak</i>
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.*

<i>Strong</i>	<i>Average</i>	<i>Weak</i>
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.*

<i>Strong</i>	<i>Average</i>	<i>Weak</i>
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.*

<i>Strong</i>	<i>Average</i>	<i>Weak</i>
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