

Report on Bachelor / Master Thesis

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

Student:	Petr Žák
Advisor:	Mgr. Jan Procházka
Title of the thesis:	Vliv implementace CRM na ziskovost a růst malých a středních firem v ČR

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

I consider the work as quite good. Both the theoretical background and the computational part are well done, notwithstanding some complications during the elaboration.

The work is quite consistent. I would miss a list of abbreviations and some better explanations. I have to appreciate the work with the sources.

A question: How would you explain the equation on p. 17 (*Nová technologie + stará organizace = nákladná stará organizace.*)?

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

CATEGORY	POINTS
Literature (max. 20 points)	18
Methods (max. 30 points)	26
Contribution (max. 30 points)	25
Manuscript Form (max. 20 points)	19
TOTAL POINTS (max. 100 points)	88
GRADE (1 – 2 – 3 – 4)	1

NAME OF THE REFEREE: Jan Procházka

DATE OF EVALUATION: 12.6 2012

Referee Signature