

Report on Masterr Thesis

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

Student:	Bc. Jan Novák
Advisor:	PhDr. Mgr. Jana Gutierrez Chvalková
Title of the thesis:	Willingness to pay for green electricity

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

The thesis is focused on very interesting and up-to-date topic and is very well written. It has vast literature review which covers modern literature from the area of energy and environmental economics. The manuscript form complies with academic standard imposed on Master theses – author's English is without major mistakes, the used vocabulary is adequate. One minor issue is the conclusion – which in my opinion does not sell well the key findings of the thesis and is too brief.

Contentwise, the thesis is highly interesting. I appreciate that the author did invest time and effort into detailed experiment, which enabled him to analyze the preferences of consumers to greater detail (lack of detail has always been something that I found annoying in WTP literature – it seemed quite superficial). Thus the thesis contains new, original contribution and deserves full points in this category.

As to the methods deployed – the author states in detail the reasons why he is using the methods that he selected. The choice of hypotheses is in my opinion adequate, I especially appreciate the hypothesis n. 3, although to be honest, I do not really understand the interpretation of results to this hypothesis – more structured explanation of the result in this case should be topic for thesis defense.

As overall evaluation, I think that the thesis complies with all academic standards and is recommended for defense as well as for further publication in academic journal.

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

CATEGORY	POINTS
<i>Literature</i> (max. 20 points)	20
<i>Methods</i> (max. 30 points)	30
<i>Contribution</i> (max. 30 points)	30
<i>Manuscript Form</i> (max. 20 points)	17
TOTAL POINTS (max. 100 points)	97
GRADE (1 – 2 – 3 – 4)	1

NAME OF THE REFEREE: *Jana Gutierrez Chvalková*

DATE OF EVALUATION: 1.9.2015



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.*

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