

Master Thesis Report

Name of the student	Deborah Bioh
The title of the thesis	Investigating the extent to which social network is used as a customer interaction tool
Tutor	Ing. Jan Panuš, Ph.D.

Difficulty	Level		
	Above average	Average	Below average
Theory			x
Practical knowledge		x	
Input data, supporting documents		x	

Criteria of evaluation	Level			
	Above average	Average	Below average	Unable to evaluate
Fulfilment of the objectives		x		
Self-reliance	x			
Logical structure of thesis		x		
Bibliographic references, citations		x		
Adequacy of used methods			x	
Depth of analysis			x	
Level of solution implementation		x		
Formal layout of thesis		x		
Stylistic level		x		
Analysis, mathematical methods, comparisons	high	average	low	not available
			x	
Applicability of proposals to problem solution	high	average	low	not available
		x		
Relevance of appendices (tables, graphs, figures)	high	average	low	not available
		x		

Other comments

Author worked individually, she incorporated comments of tutor into thesis all the time. Author has general knowledge about the topic of thesis which is obvious from the chapters 3 and 4. The contribution of thesis is chapter 5.3, where author brings some recommendations for companies how to improve communication and interaction with customers. Work with references is on good standard and I don't have any comments to this. Author could use in her work some more advanced methods or software tools. This comment doesn't have any influence on overall evaluation.

Question:

- 1) You used information from social platforms as a data source for your thesis. Was it possible to gain information from any expert or specialist on social media marketing in Ghana? Did you try to approach such expert to help you with your thesis?
- 2) Is it possible to use your recommendations in different countries e.g. in Czech republic?

I suggest the grade:

Very good
