

## MASTER THESIS TUTOR REPORT

**Name of the student:** **Bc. Marcia BRUCE-QUAYE**

**The title of the master thesis:** **SWOT Analysis in Decision Making Process of International Trade Payment Instrument**

**Name of the tutor:** **Assoc. Prof. Jiří KŘUPKA, PhD.**

**The evaluation of the master thesis: evaluation: 1 = the best, 4 = the worst**

	1	1-	2	2-	3	4
<b>Difficulty</b>	x					
<b>Choice of appropriate methods and used methodology.</b>			x			
<b>Fulfilment of objective</b>			x			
<b>Original contribution to professional practice</b>			x			
Logical process being used			x			
Theoretical background of an author				x		
Selected solution process.				x		
Work with data and information			x			
Formulation of conclusions			x			
Work with scientific literature (quotations, norms)			x			
Clarity and professionalism of expression in the work			x			
The level of editing images and tables.				x		

**Other comments:**

The aim of the Master Thesis is focused on a definition of concepts for evaluation of SWOT analysis.

Bc. Marcia Bruce-Quaye used a multi-criteria decision making method for an evaluation of SWOT analysis. She implemented the Analytical hierarchy process (AHP) for the SWOT analysis of internal trade payment instrument.

The work is divided into five chapters and has 49 numbered pages. The thesis has logical structure.

The basic model is formulated in Fig. 1, p. 19. It represents 3-level hierarchy structure of AHP.

Weights of criteria were defined in Tab. 8, p. 35.

The SWOT analyses (Tab. 4, p. 24; Tab. 6, p. 27 and Tab. 7, p. 32) were used for definition of Satty matrixes (Tab. 9, p. 37; Tab. 10, p. 38, Tab. 11, p. 40 and Tab. 12, p. 41) in fourth chapter.

The output of the proposed AHP model is showed in Fig. 4, p. 44.

It is necessary to criticize not very good mathematical description of the AHP model, eg. p. 36, 38, 39 etc.

As a whole, this work is in accordance with the requirements for the Master Thesis, acceptable.

Question: Why do you choose the AHP for multiple criteria decision making in this area?

**I suggest the grade:    very good**

Pardubice, Sept. 2, 2016

Jiří Křupka, Assoc. Prof., PhD.