

Master's Thesis Assessment Reviewer's Report

Student's name: *Bc Aitolkyn Abdigali*
year: *2020/2021*

MT Reviewer: *Michael Adu Kwarteng, Ph.D*

Acad.

MT topic: *Enhancement opportunities for the Customer Service of the CIS market in the Selected Company*

In criterion 1, assess the thesis topic difficulty.

Assess criteria 2 - 6 as follows:

5 points – excellent – outstanding performance

4 points – very good – high-quality performance

3 points – good – fulfilled without reserve

2 points – satisfactory – with significant but not crucial insufficiencies

1 point – sufficient – meeting basic requirements only

0 points – unsatisfactory

ASSESSMENT CRITERIA	Points
1. Thesis Topic Difficulty:	4
a) the analysed issue is complex	yes
b) data acquisition is demanding	partly
c) data processing is demanding	partly
2. Meeting the Thesis Objectives:	3
a) the thesis objectives are clearly defined	yes
b) the methods of thesis processing are clearly defined	yes
c) the presented thesis objectives correspond to the thesis topic	yes
d) the applied methods and procedures are suitable to meet the thesis objectives	partly
3. Theoretical Background:	4
a) the theoretical background includes a critical literature review	yes
b) the theoretical background is based on appropriately selected domestic and foreign literature sources (considering the relevance, topicality and type of publications)	yes
c) literature sources are quoted properly	yes
4. Practical Application – Analysis:	3
a) the practical application contains theoretical knowledge	yes
b) the chosen methods were applied accurately	partly
c) the application of methods is described sufficiently	partly
d) the thesis contains an overall assessment of the status quo	yes

e) conclusions of analyses are well-founded	yes
5. Practical Application – Project:	2
a) the project part of the thesis extends the theoretical knowledge	partly
b) the project part of the thesis is a follow-up to the analysis results	partly
c) the thesis provides conclusions and possible applications of recommendations	partly
d) suggestions are supported by fully adequate arguments	partly
e) the thesis includes the impacts of the recommendations	partly
f) the thesis meets the set objectives	partly
6. Formal Layout:	4
a) the text is logically sequenced	yes
b) the thesis provides appropriate terminology	yes
c) literature sources are quoted in compliance with a required standard	yes
d) the language level meets the requirements of Master's thesis	partly
e) the graphic layout meets the requirements of Master's thesis	yes
TOTAL POINTS	20

Overall thesis assessment and questions for the defence:
(Both the Master's thesis supervisor and reviewer present their questions.)

Enhancing an opportunities for customer service in any company is worth researching, as it will address customer problems and subsequently increase profit for the selected company. The Master Thesis (MT) contributes to this debate by addressing and enhancing a robust customer service deliveries, in a chosen company. MT provided an array of theoretical bases to buttress the argument and a critical analysis in the chosen company. I appreciate the author's zeal to address such a problem. However, there were a lot of contracted forms of writing that runs through the entire manuscript, which does not suit well in any academic writing. Again, the title of the MT has some abbreviation CIS, readers might find it difficult to comprehend. Moreover, the project part of the MT was missing, even though recommendations has been provided at the latter part of the manuscript, the project aspect as a required portion of the MT was partially fulfilled. For instance, the application of Ghant Chart/Pert etc signals the start of the project till the end. The project part was also not subjected to any risk or cost analysis, which I believe fits the fundamental criteria for MT assessment.

Questions

1. In few sentences, can you tell the committee what your project is all about?
2. How will your study contribute to the body of knowledge ?
3. What is your motivation (problem) to embark on a project for the 'Chosen Company'?

The thesis meets the criteria for the defence of the MT¹.

In Zlín on: 27/08/2021



¹ The thesis does not meet the criteria for the defence of the MT if at least one criterion is assessed by 0 points.

Signature of Master's thesis reviewer

