Assessment of Master Thesis –
Academic Consultant

Study programme: International Economic Relations
Field of study: International Business - Central European Business Realities
Academic year: 2016/2017
Master Thesis Topic: Cultural Differences Applied in International Marketing: Cases of McDonalds and Red Bull
Author’s name: Assiyat Abdulkerimova
Ac. Consultant’s Name: Ing. Markéta Lhotáková, Ph.D.
Opponent: doc. Ing. Ludmila Štěrbová, CSc.

Criterion | Mark (1–4) |
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1. Overall objective achievement | 2 |
2. Logical structure | 3 |
3. Using of literature, citations | 3 |
4. Adequacy of methods used | 3 |
5. Depth of analysis | 3 |
6. Self-reliance of author | 3 |
7. Formal requirements: text, graphs, tables | 2 |
8. Language and stylistics | 2 |

Comments and Questions:
The objectives of the theses to demonstrate cultural differences on a case of McDonalds’ and Red Bull companies in selected markets has mostly been fulfilled. The author has used relatively small number of secondary sources analyzing both theoretical concepts as well as both corporate strategies. The theses have mostly descriptive character, with little authors analyses and conclusions. Although the Hofstede’s and Trompennars models have been analyzed on the theoretical level, little of the learnings have been used applied in the analyses of the companies and conclusions / demonstration of their strategies.

Questions for defense: 1. Can you please deeply analyze differences in product of McDonalds” in both studied markets (differences in menu) and try to explain these differences based on Hofstede’s cultural dimensions? 2. In the chapter 3.4.2 you have mentioned that children belong to the primary target of McDonalds in India. Should there be any ethical issue considered with respect to this targeting? Is there difference in targeting this segment in The US and India?

Conclusion: The Master Thesis is recommended for the defence.

Suggested Grade: 3

Date: 09/08/2017

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