

MASTER'S THESIS EXAMINER REPORT

IEPS – International Economic and Political Studies

Faculty of Social Sciences, Charles University

Thesis title:	Success factors of place branding of European cities
Student's name:	Zakharova Dinara
Referee's name:	Koudelková Petra

Criteria	Definition	Maximum	Points
Major Criteria			
	Contribution and argument (quality of research and analysis, originality)	50	49
	Research question (definition of objectives, plausibility of hypotheses)	15	15
	Theoretical framework (methods relevant to the research question)	15	15
Total		80	79
Minor Criteria			
	Sources, literature	10	9
	Presentation (language, style, cohesion)	5	4
	Manuscript form (structure, logical coherence, layout, tables, figures)	5	5
Total		20	18
TOTAL		100	97

Plagiarism-check (URKUND) match score: 1%

[NB:] If the plagiarism-check (URKUND) match score is above 15%, the reviewer has to include his/her assessment of the originality of the reviewed thesis in his/her review.

Reviewer's commentary according to the above criteria (min. 1800 characters including spaces when recommending a passing grade, min. 2500 characters including spaces when recommending a failing grade):

The author chose a very interesting topic and set an ambitious goal, which she managed to fulfill.

The diploma thesis consists of five main chapters, references and appendix.

The theoretical part of the work is processed in high quality and in sufficient detail. The author uses appropriate and up-to-date literature. Various schemes are listed here for supplementation. Individual chapters are accompanied by a summary. Here, the author demonstrates her abilities of synthesis, but often also of critical thinking. The theoretical part is closely linked with the practical part.

Chapter 3 deals with methodology. Here the author presents selected cities. It also shows the rank according to individual indicators such as "brand survival, City GDP, brand usage" and there are also formulas for manually calculating city GDP. It should be noted that the selection of these indicators was carried out after a time-consuming and professionally

demanding survey, which the author completed. Qualitative comparative analysis was used as another method.

The goal is set clearly. The chosen method is appropriate.

The following chapter contains an evaluation of the results with an overview table containing detailed information. This is followed by an evaluation of the hypotheses. The conclusion follows, where the author sums up her actions, results, and also states the limits of the work, which can be evaluated very positively.

The thesis contains appendices.

I rate the work as very high quality. It makes a very valuable contribution to the academic discussion and can become the basis for an interesting article or can be useful at least for students as study material.

The author worked very precisely. She was careful, actively consulted. She looked for new research opportunities and she was studied a large amount of scientific literature and was not afraid to look for new and new sources.

Moreover, the work is built on real foundations. The choice of cities was not easy and yet she was able to choose excellent examples. She showed that she is ambitious, knows how to pursue her goal.

Proposed grade (A-B-C-D-E-F): A

Suggested questions for the defence are:

I (do not) recommend the thesis for final defence.

Referee Signature

Overall grading scheme at FSV UK:

TOTAL POINTS	GRADE	Quality standard
91 – 100	A	= outstanding (high honor)
81 – 90	B	= superior (honor)
71 – 80	C	= good
61 – 70	D	= satisfactory
51 – 60	E	= low pass at a margin of failure
0 – 50	F	= failing. The thesis is not recommended for defence.