

## MA Thesis Supervisor's Review

Name of Author	<b>Emel Kartal</b>
Title	<b>The importance of understanding Turkish consumers' behaviors to determine the most convenient adaptation strategy for global companies which plan to enter into Turkish market.</b>
Programme/Form	<b>Media Communications, full-time</b>
Academic Year	<b>2012/2013</b>
Full Name of Reviewer	<b>Milan Hnátek</b>

Rated parameter	Weight	Rating
1 Topicality and extent	40	<b>A</b>
2 Choice of goals and methods	30	<b>C</b>
3 Quality of theoretical part	50	<b>C</b>
4 Quality of analytical part	50	<b>B</b>
5 Quality of project part	50	<b>C</b>
6 Meeting of goals	60	<b>B</b>
7 Structure and logic of text	40	<b>C</b>
8 Quality of sources and work with sources	30	<b>B</b>
9 Innovativity, creativity and usability of proposed solution	20	<b>A</b>
10 Linguistic and formal qualities	20	<b>B</b>
<b>Proposed rating based on weighted average</b>	<b>1,48</b>	<b>B</b>

### Comments and rating:

Chosen topic is very attractive and relevant. The aim of the thesis is not clearly defined. The introduction to the topic is insufficient. The structure of the thesis is not divided into theoretical, analytical and practical parts. There is not a defined line between the theoretical background and analytical part. The practical part is limited only to the conclusion and brief summary.

Student is using reliable sources, but citations are not correct and citation style differs in different parts of the thesis.

### Defense questions:

Could you please explain the main reason why Turkish market attracts foreign investors?

Could you please explain differences between adaptation and localization, if there are any?

What is the practical asset of your thesis?

Zlín, 6. 5. 2013

Reviewer's signature: