

DOCTORAL THESIS REVIEW

Student Name: Elina Stocker

Doctoral Thesis Title: **Digital channels and B2B customer experience among industrial companies.**

Supervisor: doc. Ing. Michal Pilik, Ph.D.

Reviewer: Prof. Ing. Jaroslav Světlík, PhD.

Faculty: Faculty of Management and Economics UTB Zlín

Degree programme: 6208 Economics and Management

Theme recency and topicality

Doctoral thesis concentrates on 91 pages of relevant and consistent text on new, not completely explored topic of new channels of communication in B2B environment. Author of the dissertation thesis very well analyses the situation in this field of marketing, especially in marketing communication among B2B industrial companies. In her analyses she comes out a high - quality base of mostly up - to - date and new literature survey. Internet and digitalization has changed the old paradigms of marketing and marketing communications even in B2B, and at the same time has changed consumer behavior. This coherence of marketing theory and new media studies appears to be in its approach not only innovative, but also necessary and beneficial to desired output. New and very effective forms of business communication in the form of digital, Word of Mouth/Mouse (eWoM), etc., has changed marketing communication theory because, as the author of the dissertation correctly emphasizes, industrial companies behavioral changes and new situation during and after the recent Covid pandemic and associated lockdowns and the need to switch to a new communication mode. In addition, businesses have realised that this is in many cases an equally effective form of communication with much lower costs. From this point of view, the theme of selected dissertation appears to be highly topical and beneficial. These topics are widely discussed in marketing as they represent an increasingly important factor in changes of industrial companies purchasing behavior in digital environment. This coherence of

digitalization and changes in B2B behavior appears to be in its approach not only innovative, but also necessary and beneficial to desired output, e.g. research and final conclusions. This fact increases the importance of selected topic, content and research of presented thesis. From this perspective reviewer thinks that presented doctoral thesis contributes to broadening the knowledge in the field of changes both in effective marketing communication and in consumer behavior in specific B2B environment.

Objectives Definition

In her dissertation thesis student has accurately summarized goals and aims of her thesis in Introduction and elaborates them further into a detailed description of the research problem, objectives and on the base of defined goals and objectives she set research questions and subsequent hypotheses in Chapter 2. Reviewer identifies with the established goal of the dissertation, which is set out clearly, comprehensibly and logically. Reviewer appreciates that goals and objectives are described and justified in expected details. As a first step towards meeting set goals, the student has created a very good quality and fundamental theoretical basis (Chapter 1) – State of the Art. Student proceeds systematically in the following parts of the copy of her thesis and content has its own internal logic and is innovative.

Methodology and Findings

The conceptual framework of the research was inspired by behavioral theories aimed on technology acceptance (well-known Theory of Reasoned Action, Technology Acceptance Theory and IS success and Seddon model. The methodology of the dissertation is described by the student in chapter 3. She has used (multi-domain approach) both quantitative and qualitative methods using triangulation principle in her research. He drew up a logical design of the research model on page 40. Both qualitative and quantitative research are described and justified in necessary and required details. The description of the qualitative research (semi structured interviews with professionals) contents its preparation, course and output (p. 47-48). Acquired data were assessed and presented in the form of text and tables. In following part structural equation modelling, which represents comprehensive statistical approach, have been used. Student measured the relationship between variables and the model to evaluate to what extent is the hypothetical model supported by the data obtained. The research procedures and analysis are conveniently, clearly and in detail presented in subsection 4.2 – 4.6. Reliability and validity has been tested on pages 60 – 67. Analysis of the structural model has followed. Hypotheses have been tested in subchapter 4.10 and on pages 79 – 81 results of

testing have been evaluated. In chapter 5 main results and discussions are presented. Reviewer, after rigorous consideration, has come to the conclusion that used methodology, as well as the choice of data collection and their evaluation comply with methodological requirements for this level of academic output. Sample size is sufficient and can give more or less reliable results. Statistical methods both for sample size and testing have been used in adequate extent. On the basis of used methodology all hypothesis were tested and the results of research can be considered adequate for the discussion and conclusions presented in the following text of the thesis. Presentation of results is clear, coherent and comprehensible. The results were properly discussed in relation to determined objective of the thesis. Student demonstrated both original thinking through the non-traditional linking theory of consumer behavior and next to it even appropriate independent scholar approach in solution through the focus and implementation of the research.

Benefits

In Chapter 6 student describes the benefits of her research for both science, academics and practice. The evaluator identifies with her conclusions. This is because this area of communication in B2B environment is changing rapidly and significantly and there are not so many new research outputs in this area. The submitted dissertation represents the real added value in the area of new B2B communication patterns and fulfills the qualitative criteria expected from this level of academic output. The use of statistical data and proper methods with established strong theoretical background can be considered as good benefit for further research in this area. Second contribution is more practical, results of the dissertation thesis can be used as a base in decision making process of professional bodies in the area of B2B communication.

Level of Presentation and Communication of Doctoral Thesis

Overall style of presented theses can be assessed as high and conform to all required specification and has a very good layout in terms of structure and logical arguments. Formal high level of the thesis is supported by relevant figures and tables. Clear style of expression was underlined by clear and generally correct use of English with no imprecise or incorrect statements. Bibliography used by the student is large, contemporary and relevant to the topic of dissertation. Citation style is appropriate and consistent.

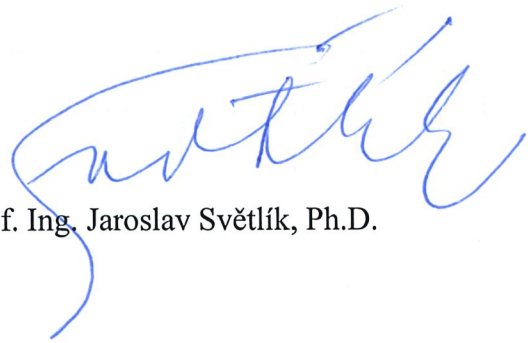
Questions:

1. You conducted research in Germany. Do you think your results can be applied on an international level?
2. A new and quite important trend in B2C communication is the use of influencers. Do you think it is possible to use influencers in B2B communication?

Author of doctoral theses “Digital channels and B2B customer experience among industrial companies “ Ms. Elina Stocker demonstrated in her dissertation that she mastered theoretical knowledge of the problems on a high level, next to it she has proved independent thinking and originality in his approach to solve the scientific task. Her conclusions and argumentations based on the results of her research were appropriate and correct. That’s why I recommend doctoral thesis of Ms. Elina Stocker to defence procedure and after successful accomplishment to

grant academic degree title “Doctor of Philosophy” (Ph.D.)

Zlín, 19th October 2022



Prof. Ing. Jaroslav Světlík, Ph.D.