

## Opponent's Review

Author	Bc. Ksenia Plyusnina		
Title	Creating the Image of a Business Organization on the Example of the "Bank Saint-Petersburg"		
Field/Form of Study	Marketing Communications/Full-Time	Year	2022/2023
Review's Author	doc. PhDr. Dagmar Weberová, Ph.D. MBA		

Evaluated parameter	Weight	Evaluation
1 Fulfillment of the topic and extent of text	30	B
2 The setting of the goals and research methods	40	C
3 The quality of the theoretical part of the work	50	B
4 The quality of the analytical part of the work	50	C
5 The quality of the project part of the work	50	C
6 Fulfillment of the goal of the work	60	B
7 Text structure and logic	40	C
8 The quality of resources and their use	40	B
9 Linguistic and formal standards of the work	30	B
<b>Evaluation based on the weighted average</b>	<b>1,54</b>	<b>C</b>

### Evaluation, comments, remarks and suggestions:

- A well-chosen and interesting topic is appreciated.
- Incorrect terms are used, e. g. the presented work is not a study (see Abstract), it is a diploma thesis.
- The theoretical part is well-written, even though three-level structuring could have been used more frequently. In addition, the author's own contribution is often absent. On the other side, the author worked with relevant and up-to-date sources.
- The author set a clear objective, stated two research questions and chose appropriate research methods. However, the methodological part (Chapter 3, pp. 45-48) is too long, some of the issues could have been presented in the analytical part.
- Conducting only one interview (p. 78) with a bank representative followed by three other interviews is not adequate and having only 54 respondents in a survey is absolutely insufficient.
- Chapter 7.4 (Answering Research questions) on pp. 85-86 is highly confusing as it is not clear which question is answered at what place, it is shaped like a research summary.
- Based on research results, the author developed an image maintenance program in the project part, however, its feasibility is due to the limited research, questionable.
- Some pieces of information could have been presented in the Appendix (e. g. Picture 9 or 10 on p. 75).
- Minor language errors (e. g. language contractions on p. 85) are found in work.

### Questions:

- How can brand image be measured?
- What are the main factors influencing the image of the "Bank Saint-Petersburg"?
- Why did you have only 54 respondents in your survey?

In Zlin on 12 May 2023

Signature: doc. PhDr. Dagmar Weberová, Ph.D. MBA, v.r.

The evaluation according to the ECTS scale:

A = 1,00-1,24, B = 1,25-1,50, C = 1,51-2,00, D = 2,01-2,50, E = 2,51-3,00, F = 3,01