

Diploma Thesis Supervisor'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	prof. Mgr. Peter Štarchoň, PhD.		

Evaluated parameter	Weight	Evaluation
1 Fulfillment of the topic and extent of text	30	A
2 The setting of the goals and research methods	40	B
3 The quality of the theoretical part of the work	50	B
4 The quality of the analytical part of the work	50	D
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	B
8 The quality of resources and their use	40	B
9 Linguistic and formal standards of the work	30	B
Evaluation based on the weighted average	1,60	C

Evaluation, comments, remarks and suggestions:

- Practically oriented topic, the engagement of the diploma student in its processing was more than visible.
- The primary research conducted has its limits in relation to the total number of respondents reached.
- The use of descriptive statistics is evident in the context. A deeper analytical perspective would be desirable.
- The project design is slightly inconsistent, the emphasis is on the mobile app.
- In terms of proposed solutions, the current market situation as well as the timeframe of the primary research is a limitation.
- Minor stylistic inaccuracies are acceptable.
- The thesis exceeds the given standards in terms of its scope.

Plagiarism control was negative, although the system found 70% agreement.

The similarities are relating to the previous diploma thesis written by diploma student but not defended. Other similarities are concerning sources that were cited. Concerning the primary research, research results and project there is not any similarity identified. In this way, the diploma thesis can be considered as an original work.

In Zlin on 12 May 2023

Signature: Peter Štarchoň, v.r.