

Review on Doctoral Thesis

Doctoral Student:	Wanninayake Mudiyanseelage Chandrarathna Bandara Wanninayake, B.Sc. MBA
Title of Dissertation Thesis:	Consumer Ethnocentrism as a Strategic Tool for Developing Domestic Brand Equity in Developing Countries
Reviewer:	Prof. Ing. Ján Porvazník, Ph.D.
Place of Doctoral Defence:	Faculty of Management and Economics, Tomas Bata University in Zlín, Czech Republic

Evaluation of Dissertation Thesis in relation to the actuality of the topic

The dissertation thesis aimed on consumer ethnocentrism as a strategic tool for developing domestic brand equity in developing countries, is nowadays highly topical and worthy for special research attention. Author presented a broad literature review (number of 324 sources). An extraordinarily review demonstrates author's wonderful knowledge and understanding of the research issue. Consumer ethnocentrism represents the beliefs entertained by consumers about the appropriateness, and indeed the morality of purchasing locally made products. The research of moderating and mediating factors in generating consumer ethnocentric tendencies and the brand loyalty of domestic brands, has a high priority for domestic firms to develop their branding strategies, additionally, that issue is very actual in the global business environment in the years to come.

Evaluation of the fulfilment of the objectives set in Dissertation Thesis

The author formulated the aims of the dissertation thesis clearly and all of them have been accomplished progressively. Not only the goals have been defined precisely, their fulfillment had natural and logical progression throughout the whole theses. The main objective of this study is to create new model for domestic brand equity. For this purpose, the researcher examines the antecedents of consumer ethnocentric tendencies and its impact on building local brand equity in Sri Lanka in order to provide evidence for when, where, and under what conditions domestic firms should leverage this concept in local brand building.

I state that the main objective of this research to create the new model for domestic brand equity has been accomplished. I highly appreciate that result of the research.

Statement about the problem solving procedure and the outcomes of Dissertation Thesis including the Ph.D. student's own contribution

Presented methodology of research in the dissertation thesis confirms that Wanninayake Mudiyanseelage Chandrarathna Bandara Wanninayake, B.Sc. MBA masters research methods at very high level. A conceptual framework for the research is developed by using a very scientific approach; all hypotheses were precisely and clearly defined and verified in appropriate way. Author's contribution to the issue of consumer ethnocentrism as a strategic tool for developing domestic brand equity in developing countries is definitely evident.

Statement about the significance for practical implementation and the development of the given scientific discipline

New Model for Domestic Brand Equity created by author can be evaluated like a theoretical base for additional research studies in the future, and there is also the author's contribution to practice for local branding in developing countries, as well as, to branding strategies at all.

Statement about the formal arrangement and linguistic standards of Dissertation Thesis

The presented thesis is from the formal arrangement at a high level. Text is supplemented with suitable graphs and figures which visually illustrate are completed by author's very high linguistic skills and scientific language.

Statement about the doctoral student's publications

Not only an excellent level of Dissertation Thesis but also author's high amount of scientific publications (journal articles, monograph, conference proceedings) confirm author's scientific ability and longterm interest in the researched field.

Suggestion of questions to be discussed

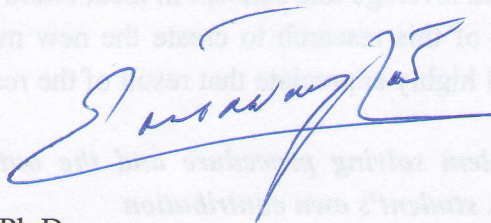
The topic of consumer ethnocentrism as a strategic tool for developing domestic brand equity in developing countries can bring additional issues to be researched in the future. To that probable consequence, I have a question:

To think about consumer ethnocentrism - could you explain your opinion about the role of company Corporate Social Responsibility in developing their branding strategies?

Statement on the doctoral student objectives fulfillment and evaluation

I state that the author has fulfilled aim, objectives and methodology of the Doctoral Dissertation Thesis, the classified dissertation thesis accomplishes very high standards and all requirements connected with this kind of qualification theses. The thesis is characterized by decisive contributions. To point the list of the author's publications, the author's knowledge and abilities, **I definitely recommend the Doctoral Dissertation Thesis for the defense** and in case of successful ensuing process, **I recommend to confer the degree of doctor (Ph.D.) for Wanninayake Mudiyansele Chandrarathna Bandara Wanninayake, B.Sc. MBA**

June 10, 2013



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