

## MASTER THESIS OPONENT REPORT

**Name of the student:** Deborah Bioh

**The title of the master thesis:** Investigating the extend to which social network is used as a customer interaction tool

**Name of the opponent:** Ing. Pavel Jirava, Ph.D.

**The evaluation of the master thesis: evaluation: 1 = the best, 4 = the worst**

	1	1-	2	2-	3	4
<b>Difficulty</b>		X				
<b>Choice of appropriate methods and used methodology.</b>			X			
<b>Fulfilment of objective</b>			X			
<b>Original contribution to professional practice</b>			X			
Logical process being used		X				
Theoretical background of an author		X				
Selected solution process.			X			
Work with data and information				X		
Formulation of conclusions			X			
Work with scientific literature (quotations, norms)		X				
Clarity and professionalism of expression in the work			X			
The level of editing images and tables.			X			

### **Other comments:**

The Master Thesis investigates the extend to which social network is used as a customer interaction tool. Mrs. Bioh focused on the telecommunications companies in Ghana and social media such as Facebook and Twitter.

Debora Bioh started her work under the supervision of Mr. Ing. Jan Panuš, Ph.D. at the University of Pardubice.

The work is divided into five chapters and has 62 numbered pages with one appendix. The clarity and professionalism of expression in the work is all right.

The chapter Literature review is well written. Scope of the literature used in this chapter is sufficient. Chapter Research methodology is also good.

Chapter four is named Analysis of data. Four companies from Ghana were investigated. Selected data from the company´s social media were gathered. Data are described and also correctly visualized. But the analysis is average and only superficial.

Unfortunately , in the analysis were not used any advanced methods or software tools. Outputs from excel are only descriptive.

Contents of work corresponds to the aim in the dissertation assignment. The objectives of the work were largely fulfilled and this work is in accordance with the requirements for the Master Thesis.

Question: Explain and summarize conclusions in the page 56, please.

**I suggest the grade: very good**

Pardubice, 2.9.2016

Ing. Pavel Jirava, Ph.D.