

Review of the Doctoral Thesis

Title:

Brand management in the fast food industry: a cultural perspective of the branding strategies of firms, and the behaviour of consumers in the Czech Republic and Ghana

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Reviewer: Assoc. Prof. Roman Jašek, Ph.D.

The doctoral thesis presented by Asamoah Emmanuel Selase deals with brand management in the fast food industry. The doctoral theses consist these key chapters: Introduction, Cross Cultural Brand Management, Cross Cultural Consumer Behaviour, International Fast Food Operations, Conceptual Framework, Research Objectives and Methodology, Results and Discussions, Relevance For Science and Practical Management, Conclusions and Suggestions for Future Research. This dissertation is very specific, because show depth of cultural differences.

The main objectives of this dissertation is to create a model for cross cultural branding strategy in the fast food industry. The research of author explores the different branding strategies used by fast food enterprises in the Czech Republic and Ghana. All of the authors finds from his research does not only add to theory, but also it will help managers to understand intricacies involved in managing fast food brands in cultural different countries. In the research are used qualitative and quantitative methods.

When choosing marketing strategies for international markets, one of the factors that should be considered is the cultural differences that exist among consumers in different countries. This is because culture is a significant factor that influences buying behaviour in consumer markets. Cultural differences lead to different consumer responses across countries. Empirical evidence has shown that, no matter how a company sells products or offers its services in another countries the marketing strategy will be influenced by the cultural environment of the specific country and region.

Every culture has its own uniqueness in terms of variability of beliefs, ethics and value system. The basic premise of this study is that, brands in the global environment constantly come into contact

with various cultures. These cross cultural variations tend to implicitly or explicitly affect the branding strategies that companies adopt.

The work is handled by clearly and conspicuously.

The dissertation has interesting implications and its approach is beneficial for science and practice.

Questions:

Which methods of data analysis was for research the most important?

Do you really think that is the creation of brands in the fast food industry for Ghana so important? If so, why?

In accordance with the applicable law on Doctoral studies I recommend doctoral dissertation on for defense and after succesful defense to grant Asamoah Emmanuel Selase Ph.D. degree in Management and Economics.

In Zlin, June 16th, 2012

Assoc.Prof.Roman Jašek, Ph.D.