

Hodnocení oponenta diplomové práce

Opponent's Review

Author	Filip Zashkov		
Title	The Implications of Artificial Intelligence Over the Media and Marketing Communications		
Field/Form of Study	Marketing Communications/Full-Time	Year	2020/2021
Review's Author	doc. PhDr. Dagmar Weberová, PhD. MBA		

	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	A
3	The quality of the theoretical part of the work	50	B
4	The quality of the analytical part of the work	50	A
5	The quality of the project part of the work	50	A
6	Fulfillment of the goal of the work	60	A
7	Text structure and logic	40	B
8	The quality of resources and their use	40	B
9	Innovation, creativity, and usability of designs	30	A
10	Linguistic and formal standards of the work	30	B
	Evaluation based on the weighted average	1,24	A

Strengths:

- The topic itself presented in the thesis is up-to-date and has a strong significance for the current marketing practice.
- The topics discussed in the theoretical part reflect the content in both the analytical and project parts of this work.
- The author set up a clear main goal, stated three appropriate research questions and decided to apply adequate research methods.
- In the analytical part, the author carefully presented his research findings.
- The project developed in the final part of this work is feasible and results from the research results and the author's knowledge, skills and experience.
- The thesis is supported by numerous appendices which provide a more comprehensive understanding of the research problem.
- All in all, the thesis makes a good impression, it is very informative and easy to read.

Weaknesses:

- The theoretical part of this work is too extensive. From time to time, the author insufficiently cited the sources, e. g. in Sub-chapter 2.1.6 on pp. 23 – 24.
- It is strongly recommended to avoid one-stage division of chapters as is done in Sub-chapter 5.4 (only 5.4.1 on p. 51).
- The author's answer to RQ 3 is too short.

Questions:

- Could you please extend the answer to your RQ 3?
- Based on your research results, what do you think is the future of AI in marketing communications?

Hodnocení odpovídá stupnici ECTS:

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

- More and more companies are ready to rely on AI in their businesses (e. g. Facebook). What do you think are the limitations and threats of this kind of policy?

Plagiarism control was negative - the system found a 0% agreement.

In Zlin on 12 May 2021

Signature: doc. PhDr. Dagmar Weberová, PhD. MBA, v. r.