

Doctoral Thesis Review

Doctoral Student:

Elina STOCKER, MA

Doctoral Thesis Title:

Digital channels and B2B customer experience among industrial companies.

Reviewer:

Doc. Ing. Miloslava Chovancová, CSc.

Place of Doctoral Defence:

Faculty of Management and Economics, Tomas Bata University in Zlín, Czech Republic

Evaluation of doctoral thesis in relation to the actuality of the topic

Ms. Elina Stocker's doctoral thesis deals with highly topical issues of communication via digital channels and customer experience in the B2B market of industrial companies. B2B relationships reflect the exponential increase in the use of advanced technologies in the digital transformation taking place throughout the business world. Therefore, it can be stated that the focus of the dissertation is highly relevant nowadays and worthy of special research attention, as it enables a more flexible provision of information between business partners, and has an impact on better compliance with the procedures of cooperating industrial companies. The author developed a deeper insight into technology adoption theories created and offers important insights from the theory of acceptance technology applied to the B2B customer experience; the dissertation consists of 91 pages of text and 43 pages of appendices, which include calculations and questionnaires.

Evaluation of doctoral thesis in relation to accomplishment of aims and objectives

The author set out to explore the value of digital communication channels for industrial buyers and their impact on B2B customer experience, which is related to the objective of investigating the attributes of digital communication influencing customer experience in B2B buyer-seller relationships. The author's research extends technology adoption theories to a multi-channel context and evaluates the buyer-seller customer experience from a holistic perspective; explores the importance of customer values to B2B industrial buyers and assesses how values influence

customer experience and communication channel choices at different stages of the customer journey, thereby contributing to the marketing communication literature.

Statement about procedure of research objectives and methodology

The formulation of objectives and supporting research questions are presented on page 36.

Respecting the consecution and methodology, the author had presented conceptual framework (p. 36-40) like author's construction based on literature. Author followed the standard of hypotheses' formulation in number of 12 tested hypotheses (p.37) to achieve the research objectives. The research is conducted using a quantitative and qualitative approach; data are justified in required details. Primary data to identify customer values creating a positive B2B customer experience was collected from 143 industrial companies in Germany. Research procedures and analyzes are presented and explained clearly and in detail. The author the also stated that the ethical principle was observed during data gathering, and described the limits of her research.

Statement about expected results of doctoral thesis with the particular contribution of the student for the development of study field and for the practice

Presented methodology of research in the dissertation thesis confirms that Ms. Elina Stocker masters research methods at required level. All 12 hypotheses defined in the chapter 2.4 were precisely and clearly defined and verified in appropriate way. The author answered the 5 research questions (p. 90), which she set in the introduction of the dissertation (p. 36) and, created the construction of the models. It must be stated that the author has fulfilled both the main and secondary objectives of the dissertation and, contributed to supplementing the research literature on marketing communication

Statement about the student's publications

All presented publications of the doctoral student in doctoral thesis are related to the examined topic, and because of that student is entitled to proceed to the doctoral thesis defence.

Question suggestion for the student for further discussion:

On page 94, you list the limits of the dissertation and possible topics for future research:

- *Do you think that the research results obtained in Germany can also be used in other countries?*
- *How would you examine the trust, you recommend as a variable for future research?*

Definite statement of the reviewer on fulfilment of doctoral thesis evaluation

I recommend the doctoral thesis for the defense, and in case of successful ensuing process I recommend to confer **the degree title “Doctor of Philosophy” (Ph.D.) to Ms. Elina Stocker.**

Zlín, October 28, 2022

A handwritten signature in blue ink, appearing to read 'Chovancová', with a large, sweeping flourish at the end.

Doc. Ing. Miloslava Chovancová, CSc.

