

REVIEW OF DOCTORAL THESIS

Author of thesis:

Maia Ozdemir, MS

Dissertation topic:

Intercultural Marketing and Communication: An Implementation on Housing in Turkey, Czech Republic and Russia

Study program:

P 6208 Economics and Management, Tomas Bata University in Zlin

Opponent:

Prof. Ing. Eduard Urban, PhD.

Topic and goal:

The topic and goal are well chosen, the author describes the current issues and problems of intercultural preferences focused on housing in Turkey, Czech Republic and Russia. Certainly there are in these preferences, due to the globalization, many similarities, but there are also some distinctive differences. Since there is a clear deficiency of cultural housing studies in EU, the topic of the dissertation is actual and it can contribute to theoretical as well as practical applications. Moreover the author's familiarity with the culture and the languages of research target group enhances the quality of the thesis.

Structure and methodology:

The thesis is divided into two parts: intercultural housing and its properties (Chapters 1 to 3) and analyzing and forecasting the behavior of homebuyers linked to their cultural belonging (Chapter 4, 5).

As for the secondary information resources, the thesis is based on the variety of literature (including own publications), and statistical sources, which are abundant and sufficient. The special contribution of the author consists in her primary research concerning two stages: 1- qualitative research with application of in-depth interviews, and 2- quantitative research with application of questionnaires, and their empirical results.

Observations and evaluation:

The findings and the contribution of the thesis are manifold. The author has clearly distinguished and proven the prevailing preferences of the three chosen national and cultural

groups (Turkish, Czech and Russian) related to housing and its equipment and she related it with other theories and classifications (Maslow Pyramid, Kotler 4 P, McLeans theory of human brain). Finally the author indicated the fields of application of the findings, the possibilities of further research, and the limitations of the study.

Questions

For the discussion I recommend one issue: The impact of globalization and migration on approaching of preferences in housing.

Conclusion and recommendation:

The dissertation thesis of Maia Ozdemir, MS. is a very good contribution in the given field, and it fulfills all requirements for PhD. thesis. On the basis of my critical review I recommend the thesis for the defense, and after defending the thesis I recommend to award Maia Ozdemir, MS by the academic title

“philosophiae doctor” (PhD)

Bratislava, 20. 4. 2015



Eduard Urban