

DOCTORAL THESIS REVIEW

Student Name:	Ing. Christian Osakwe Nedu
Doctoral Thesis Title:	A Framework For Embedding A Strong Brand-Oriented Culture And Its Implications For Enterprises: African and European MSMEs` Evidence.
Supervisor:	doc. Ing. Miloslava Chovancová, CSc.
Reviewer:	Prof. Ing. Jaroslav Světlík, PhD.
Faculty:	Faculty of Management and Economics UTB Zlín

Theme recency and topicality

Doctoral thesis concentrates on it's one hundred and fifty eight pages of relevant text on relatively quite old topic of brand building issues. What opponent can see important and contributing to the topicality of the theses is the fact, that application of known theories concerning the brand are implemented to not fully developed or emerging markets and concern MSME companies, which mostly ignore this specific but important aspects of business strategy, respectively. Both theories of brand building and resource-based theory (and partly resource dependency theory) form necessary base of the entire procedures and research in the sphere of marketing. Student applied these marketing and management issues in his thesis. This coherence of economic theory and marketing studies appears to be in its approach not only innovative, but also necessary and beneficial to desired output. From this perspective reviewer thinks that presented doctoral thesis can contribute to a completely new perspective of the appropriate use of theories mentioned above in emerging markets.

Task Definition

Student has summarized succinctly and accurately structure and procedures done in introduction of his doctoral theses, in particular subheading 1.2 – 1.6. In this case, reviewer would appreciate more explicit definition of aims of his dissertation. Student outlines in introduction of his thesis what has prompted the topic of dissertation and explain why the elaboration of such a topic is important. He goes on to state concisely what it is intended to

do, what are the research questions and where the research is to be located. In this part of the thesis research problems are determined and on their basis research questions have been set out. On the base of presented doctoral theses and its results opponent can declare that both the tasks of the theses have been accomplished and fulfilled with an appropriate rationale.

Methodology and Findings

As mentioned, student comes out in setting the methodology from determined research questions research objectives. He uses as the scientific basis of her dissertation thesis well known and accepted marketing approaches to brand building, from recognized scientific resource-based theory and partly resource dependency theory. The research is mainly based both on analysis of relevant secondary data, and on his own quantitative research in the form of questionnaire survey. Used methodology, as well as the choice of data collection and its evaluation actually comply with methodological requirements for this level of academic output. Presentation of results is clear, coherent and comprehensible. The results were properly discussed in relation to determined objectives of research. Student demonstrated both original thinking in particular through the non-traditional linking economic theory and marketing studies and next to it even appropriate independent scientific approach in solution through the focus and implementation of his research.

Benefits for Practice and Science

The main achievements of submitted theses could be split into two parts. Good theoretical foundations for further analysis and research had been set and summarized. In this part of the theses some theories mentioned above and term explanations were described. The use of statistical data and proper methods with established strong theoretical background can be considered as good benefit for further research and works in this area especially on emerging markets. This part of the work also represents a completely new approach where mentioned theories have been applied also into the sphere of MSMEs branding. Second contribution is more practical, results of the dissertation thesis can be used as a base in decision making process of managerial bodies of MSME not only in specific part of Macedonia and Nigeria. Contributions of presented thesis have been described in details in chapter 6 and have been split into three spheres, contribution to science, contribution to managerial practice and the last, but not least one, contribution to policymaking. Reviewer can declare that he can just agree with these conclusions. That is why the results of the study might be recommended to be published in reduced version in some professional journal.

Level of Presentation and Communication of Doctoral Thesis

Overall style of the theses can be assessed as standard and conform to required specification and has a appropriate layout in terms of structure and logical arguments. Formal high level of the thesis is supported by some images and simple tables. Clear style of expression was underlined by clear and understandable use of English language, abstract in Czech language would deserve more attention. Bibliography used by the student is large, relevant to the topic of dissertation. Citation style is appropriate and consistent. Only one substantial remark, introduction is not being paginated (according to the Czech norms) and if yes, then with zero

Questions:

1. Could you briefly define some basic recommendations how to use Internet to brand building in case of emerging markets?
2. Who is the target audience of your dissertation thesis in case of further practical use of it? What should be further steps in research in case of topic of your dissertation thesis?

Author of doctoral theses “A Framework For Embedding A Strong Brand-Oriented Culture And Its Implications For Enterprises: African and European MSMEs` Evidence “ Mr. Ing. Christian Osakwe Nedu demonstrated in his dissertation that he mastered theoretical knowledge of the problems on a high level, proved independent thinking and originality in his approach to solve the task. His conclusions and argumentations based on the results of his research were appropriate and correct. That’s why I recommend doctoral thesis of Mr. Ing. Christian Osakwe Nedu to defence procedure and after successful accomplishment to

grant academic degree title “Doctor of Philosophy” (Ph.D.)

Zlín, 23rd November 2016


Prof. Ing. Jaroslav Světlík, Ph.D.

