

MASTER'S THESIS SUPERVISOR'S REPORT

Student's name: **Bsc. Monivongsa Roth**

Master's Thesis Supervisor (MT): doc. Ing. Miloslava Chovancová, CSc.

MT topic: **Consumer Behavior for Ecological Products Among Gen Z in Cambodia**

Acad. year: 2023/2024

Notes on completing the report:

1. A - fulfilled very well with no remarks, B - fulfilled very well with minor remarks, C - fulfilled at an average level, D - fulfilled with deficiencies, E - fulfilled but with significant deficiencies, F - not fulfilled.
2. If any criterion is graded F, the thesis must be evaluated as unsatisfactory overall, not meeting the criteria for the MT defence, and such a thesis cannot be recommended for the defence.
3. MT Supervisor must comment verbally on each evaluation criterion!

Assessment criteria:

Assessment

Assessment criteria:	Assessment
1. Thesis Objectives and Methods	B
<i>The Master Thesis consists of 61 pages of text and two appendices, containing questions for a questionnaire survey for processing the quantitative research, and statistical calculations. The objectives of the project are set, which are related to the topic of the Master Thesis. The chosen analytical methods and techniques are suitable for obtaining results.</i>	
2. Theoretical Background	D
<i>From the point of view content, the critical literary research corresponds to the given topic of the Master's Thesis. A visible problem is the fact that the sources listed in the text do not correspond to the sources listed in the bibliography (AKÇAYIR at all. 2016, LOWREY and MCCARTY, 1995, and others), which significantly reduces the quality of the theoretical part of the Master's Thesis.</i>	
3. Practical Application – Analysis	D
<i>The analytical part was developed on the basis of findings from the theory, which were applied and described in the methodology. Quantitative data was collected by the author using a questionnaire survey; although the author formulated statistical hypotheses, he did not provide statistical analyses. The author used only percentage examinations, which are calculated in Annex II and subsequently, description of relationships by estimation. however, the results of the analytical part were the basis for fulfilling the objectives of the Master Thesis.</i>	

4. Practical Application – Project/ Research	C
<i>The outcome of the Master Thesis research process was a discussion of the results of the analysis and subsequent recommendations. Although one can agree with the author's recommendations, due to the topicality and importance of the researched topic, the author could have conducted a discussion with a larger number of authors.</i>	
5. Formal Layout	B
<i>The Master Thesis has a logical structure, the author uses the correct terminology; some literary sources are omitted in the text. In terms of language and graphics, the work is at an adequate level.</i>	

Overall thesis assessment *	C
<i>The author fulfilled the criteria at the level required for the Master Thesis.</i>	

** The final grade is not an arithmetic average of the individual criteria for assessing the thesis.*

Questions for the defence:

Can you please explain how you would go about making the results of your research useful in the Cambodian setting?

The thesis **fulfils** the criteria for the defence of the MT. The thesis **is recommended** for the defence.

The thesis has been checked for the originality of the work in IS STAG. Based on the results of this review, it was concluded that the work **is not** plagiarism.

Date 15.05.2024

Signature of MT Supervisor