

Diploma Thesis Opponent's Review

Author	MA Dolagy Romany Tanous Hana		
Title	The Impact of AI-Driven Contextual Product Display on Fashion E-commerce Purchases in Egypt		
Field/Form of Study	Marketing Communication/Full-Time	Year	2024/2025
Review's Author	prof. Mgr. Peter Štarchoň, PhD.		

Evaluated parameter	Weight	Evaluation
Fulfillment of the topic and extent of text	30	a
The setting of the goals and research methods	40	a
The quality of the theoretical part of the work	50	a
The quality of the analytical part of the work	50	b
The quality of the project part of the work	50	a
Fulfillment of the goal of the work	60	a
Text structure and logic	40	a
The quality of resources and their use	40	b
Linguistic and formal standards of the work	30	b
Evaluation based on the weighted average	1,20	A

Evaluation, comments, remarks and suggestions:

- The thesis exceeds standard expectations in terms of its length and depth, demonstrating a comprehensive approach to the topic. The thesis addresses a highly relevant and timely topic with significant potential for practical application, particularly in the rapidly evolving field of AI-driven solutions in e-commerce.
- The author proved wide knowledge of the researched issue, complemented by a clear personal engagement and commitment to the subject matter through the work.
- The selected combination of research methods is appropriate. The research questions were clearly answered.
- The addition of the research limitations is highly appreciated. However, it should be noted that the results of the quantitative research remain at a descriptive level, and no formal hypotheses were established or tested.
- The project proposal is well-prepared, but the data privacy issues were omitted.
- Minor formatting inconsistencies in the thesis are acceptable. The list of references could have been organised alphabetically to enhance clarity and ease of navigation.

Questions:

- Could you, please, briefly describe the development of Egypt's fashion market over the past 3 to 5 years?
- In your opinion, how do consumers perceive data privacy issues within the context of personalised product presentations?
- What are the limitations of the proposed solutions, particularly in terms of the technological environment from the perspective of business entities operating in this market, and what limitations could you identify from the consumers' point of view?

The evaluation according to the ECTS scale:

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

- Consider the potential for transferring the proposed solutions to other retail sectors. Which industries do you believe would be the most suitable for such implementation?

In Zlin on 8 May 2025

Signature: Peter Štarchoň, v.r.