

Diploma Thesis Supervisor's Review

Author	MA Dolagy Hana		
Title	The Impact of AI-Driven Contextual Product Display on Fashion E-commerce Purchases in Egypt		
Field/Form of Study	Marketing Communications/Full-Time	Year	2024/2025
Review's Author	doc. PhDr. Dagmar Weberová, Ph.D. MBA		

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	A
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	1,12	A

Evaluation, comments, remarks and suggestions:

- This thesis fulfills the topic exceptionally well, with appropriate scope and depth. The content is rich in insight and relevance.
- The research aim is clearly stated, and the combination of quantitative, qualitative, and experimental methods is well justified and thoughtfully executed.
- The theoretical section is comprehensive, well-structured, and shows deep understanding of key models applied to the topic.
- The analysis is clear, detailed, and meaningful. It connects the findings effectively to both the literature and real-world application.
- The project part is original, visually well-documented, and strongly aligned with the thesis objective. It demonstrates excellent initiative and market awareness.
- The work meets and exceeds its defined goals. The thesis offers valuable insights into AI application in fashion e-commerce, especially in an underexplored regional context.
- The work is logically organized, well-written, and transitions smoothly between theoretical, analytical, and project parts.
- The resources used are current and relevant. Maybe, a broader variety of primary sources could strengthen the global positioning of the topic.
- The thesis is linguistically sound and stylistically clear, with some repetition and minor grammatical issues in isolated parts, especially in the analytical sections.

Question:

- What strategies would you suggest to mitigate consumer concerns about over-editing in AI-generated product displays, particularly in fashion e-commerce?

Plagiarism control was negative – the system found 0% agreement.

In Zlin on 8 May 2025

Signature: doc. PhDr. Dagmar Weberová, Ph.D. MBA, v.r.

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