

## DISSERTATION ASSESSMENT

Dissertation:

**Cross Cultural Aspects of Advertising – Cultural Analysis of Mongolian and Chinese Web Sites**

Author:

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Ambitious works, aimed at investigating economically and geographically more distant spheres as well as socially and culturally diverse places, usually count with some methodological risks. Their genuine base is normally created by a different angle of understanding an issue under research and often a mechanical, non-critical adaptation of models and formulas from one sphere to another and a very different one. However, when a research program is prepared with a well thought and clear research strategy, a researcher can gain acceptable observations, interesting data and credible results. A critical opponent's attitude is in this case generally placed on a positive platform. This general statement applies to the dissertation submitted by Ing. S. Tuvshinzaya.

Since a training institution requires a structured review, after this basic introduction, opponent's observations, comments and notes are divided into certain parts.

### **a) A present-day character of an issue**

In the age of globalization, together with equalization and integration manifestation and consequences, differentiation and delimitation trends, as their fellows, enter practically all kinds of societies' existence manifestation. A parallel character of both lines is reflected especially in the scientific observation of the societies' economic background and its cultural aspects. Today, hardly anybody doubts of more general, unifying factors in the market and trade relations, existing among the economies in any corner of the world. On the other hand, it is clear that integration of economy and trade, mainly due to migratory movements, does not bring a congruent effect within cultural manifestations and consequences among inhabitants – members of particular culture. Marketing strategies are not applied in the same way in the whole world. Their success depends on social and cultural understanding of certain customer environments as well as target groups of potential consumers. A sphere of advertising, placed and functioning within the Internet, has become communication reflection of the situation and a suitable base for research. The author is aware of the efficiency and appealness of the Internet and she perceives its differentiated relation to a cultural background of particular ethnics and social groups. She enters the sphere she knows well and in addition to outlining vertical (Mongolia – China) analyses, she shows ability to compare it also on the horizontal axis of East Asia – European conditions. An issue of the dissertation is particularly up-to-date and permanently open to following research contributions.

### **b) Achievement of objectives**

The author's aim is to study Internet multicultural potential in commercial sphere in addition to studying differences and characteristics of interactive and multimedia web pages operating. Attention is paid to differences in communication and advertisement of so called low and high culture in Mongolian social and cultural sphere. Effects of context on contrastive self-studying and studying other areas are not left aside. The author chooses a related environment (China) to find a degree of oriental cultures similarity; European settings are included to find differences. A point of intersection of



knowledge from the axis of general – specific is linked to Internet efficiency and effects on commercial relations. Objectives can be considered as fulfilled.

**c) Use of appropriate methods, relation to objectives, particular author's contribution**

The structure of the dissertation is built on a pyramidal principle. The author follows a line: general, abstract and theoretical – specific, concrete and practical. Single steps are chained with comparative approach. Thoughts and ideas are related to Hofstede's cultural dimensions model and they are related to symbols, signs and rituals of a particular cultural environment. It is necessary to appreciate a thoughtful structuralistic approach to the issue. Working out demanding culturologic relations and inter-cultural specialties in Chapter 2 is essential in works of this type and orientation. However, there is a wide range of motifs worked out in not a very large text space; without deeper argumentation it is rather brief and it is a weaker part of the work. A division into a theoretical and practical part appears to be beneficial. Arguments are selected and presented in a solid way, mostly with placing them in exact parts of meta-text (tables, pictures, figures, graphs, scales), somewhere with too respectful and at the same time not very accurate referring to authorities.

**d) Validity for practice and development of a study field**

The work with its insight into oriental cultures, showing their characteristics and similarities, has except its applied approach also practical value for intercultural relations, recognizing behaviour and performance of Asian social and cultural area members. It presents also an outline of rather realistic assumptions on operating of particular determinants in domestic and over-ethnic context.

**e) Formal communication of ideas, language usage, bibliography of the author**

The structure of the dissertation is asymmetrical – comparing to the length of chapters 2, 3 and 4, following chapters 5 and 6 are remarkably short (1 + ½ page); conclusion would deserve more space. The work is written in standard professional English with rare technical hesitance. Text after using a tabulator key and leaving out a line is technically "sparse". Secondary quotations appear to be a problem: Inglehart, Trompenaars, Schwarts (p. 24) and several other authors are not mentioned in bibliography. Position 41 in the bibliography (Rokeach) is not concrete, reference on the position 50 Tylor (1871) is questionable. Review of resources would benefit from a division into the print and electronic resources. The author's bibliography is satisfactory regarding the purpose of doctoral studies.

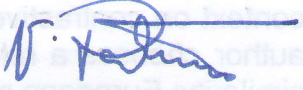
**Conclusion**

After a careful study and complex assessment of the work, considering methodological appropriateness, scientific value, author's creativeness, strong and weak points, there is a place to state, that the **dissertation submitted by Ing. Sanduijav TUVSHINZAYA meets the main criteria of texts of this genre and aim. I recommend the dissertation and after its successful defence I recommend to award the author the academic degree**

**Philosophiae Doctor (Ph. D.)**

in the field of study: Economics and Management.

Banská Bystrica  
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(V. Patrás)