

**I. IDENTIFICATION DATA**

<b>Thesis title:</b>	<b>Application of Virtual Reality Technology in the Marketing of Companies</b>
<b>Author's name:</b>	<b>Denis Gazetdinov</b>
<b>Type of thesis :</b>	master
<b>Faculty/Institute:</b>	Masaryk Institute of Advanced Studies (MIAS)
<b>Department:</b>	Institute of management studies
<b>Thesis reviewer:</b>	Oldřich Bronec, M. Eng., Ph.D.
<b>Reviewer's department:</b>	Institute of management studies

**II. EVALUATION OF INDIVIDUAL CRITERIA**

<b>Assignment</b>	<b>challenging</b>
<i>How demanding was the assigned project?</i>	
The use of virtual reality tools in marketing or sales is a current topic. The customer has the opportunity to view the product on the Internet from all sides according to his or her needs, change the colors of the product, its equipment, etc., and try out various functionalities of the product or the product as such. The topic combines a marketing task with a task from the field of IT or AI, and a project management as well.	

<b>Fulfilment of assignment</b>	<b>fulfilled</b>
<i>How well does the thesis fulfil the assigned task? Have the primary goals been achieved? Which assigned tasks have been incompletely covered, and which parts of the thesis are overextended? Justify your answer.</i>	
The assignment was fulfilled to the necessary extent. A 3D model was created and the procedures for its use were explained.	

<b>Activity and independence when creating final thesis</b>	<b>A - excellent.</b>
<i>Assess whether the student had a positive approach, whether the time limits were met, whether the conception was regularly consulted and whether the student was well prepared for the consultations. Assess the student's ability to work independently.</i>	
At the time of the diploma thesis, the student studied at an American university, so our communication was limited to introductory meeting and digital communication. In the meantime, the student worked on the diploma thesis independently and continuously sent me his outputs for commenting. I rate communication despite the distance very well.	

<b>Technical level</b>	<b>A - excellent.</b>
<i>Is the thesis technically sound? How well did the student employ expertise in his/her field of study? Does the student explain clearly what he/she has done?</i>	
The technical level of the diploma thesis corresponds to the topic. In this area, the student is very well versed, as well as in the field of marketing and project management.	

<b>Formal level and language level, scope of thesis</b>	<b>A - excellent.</b>
<i>Are formalisms and notations used properly? Is the thesis organized in a logical way? Is the thesis sufficiently extensive? Is the thesis well-presented? Is the language clear and understandable? Is the English satisfactory?</i>	
The work is on a very good formal, typographical and linguistic level. It is written in English, the level of which is good also because the student studied in the United States for about 1 year. The thesis has 95 pages, which corresponds to our requirements for the scope of the diploma thesis.	

<b>Selection of sources, citation correctness</b>	<b>A - excellent.</b>
<i>Does the thesis make adequate reference to earlier work on the topic? Was the selection of sources adequate? Is the student's original work clearly distinguished from earlier work in the field? Do the bibliographic citations meet the standards?</i>	

At the end of the diploma thesis, a total of 66 literary sources and 8 digital sources are presented. I have no objection to the form of quotations in the text.

**Additional commentary and evaluation (optional)**

*Comment on the overall quality of the thesis, its novelty and its impact on the field, its strengths and weaknesses, the utility of the solution that is presented, the theoretical/formal level, the student's skillfulness, etc.*

The English in which the thesis is written is not the student's mother language. The student speaks fluent Czech as well. I believe that during his studies at our university he gained not only professional knowledge, but also language skills.

**III. OVERALL EVALUATION, QUESTIONS FOR THE PRESENTATION AND DEFENSE OF THE THESIS, SUGGESTED GRADE**

*Summarize your opinion on the thesis and explain your final grading.*

The grade that I award for the thesis is **A - excellent**.

Date: 25.5.2023

Signature:

