THESIS SUPERVISOR'S REPORT

I. IDENTIFICATION DATA

Thesis title:	**Quality Marks in the Russian Market**
Author's name:	**Vladislav Sholokhov**
Type of thesis :	master
Faculty/Institute:	Faculty of Electrical Engineering (FEE)
Department:	Dept. of Economics, Management and Humanities
Thesis reviewer:	Jan Jandera
Reviewer's department:	Dept. of Economics, Management and Humanities

II. EVALUATION OF INDIVIDUAL CRITERIA

Assignment	**challenging**

The assignment was rather challenging since the result of the thesis could not be forecasted, was not known from widely available resources, and largely depended on the feedback from consumers and producers.

Fulfilment of assignment	**fulfilled**

The Thesis covers all of the objectives in the topic registration form and contains interesting results of the research conducted in the Russian market.

Activity and independence when creating final thesis	**A - excellent.**

The student's approach was positive and his work was independent. The student was well prepared and time limits, under given conditions, were met. He is diligent and is able to perform independent work that will provide usable results.

Technical level	**B - very good.**

During the work the student was able to employ expertise in the field of Quality management, with minor shortcomings that have been corrected during the consultations and have not affected the final version of the Thesis.

Formal level and language level, scope of thesis	**B - very good.**

The Thesis is organized in a logical way, is sufficiently extensive. It is well presented, but in a rather strict and technical way. English in the Thesis is on a good and acceptable level, only in some places the language is harder to understand. On the page 13 the name of H. Romig was distorted during the transcription from a Russian source. In Tables 4 to 12 the "Percentage of total imports" may be misleading since it is at a glance not 100% clear whether it pertains "total imports to Russia" or "total imports from the given country".

Selection of sources, citation correctness	**B - very good.**

In my opinion, the selection of sources is good, with the exception of a few places where Wikipedia is mentioned; however, this is used in case of less important references. Student's own work can be clearly distinguished from information taken from other resources. Citations meet the usual standards.

Additional commentary and evaluation (optional)

The Thesis provides the reader with a very interesting overview of the situation with quality marks in the Russian market. The Thesis mentions the historical development as well as the recent situation. It includes a research on their perception

by Russian customers and an analysis of costs and benefits of a selected quality mark. A paper of such focus has not yet been available in the Czech Republic – at least it is not known to author of this Review.

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

This is a very good Thesis, with comments presented hereabove. I have no questions.

The grade that I award for the thesis is **B - very good.**

Date: **28.8.2020**   Signature: