

## Opponent's Review of the Master's Thesis

**Thesis Title:** Quality Marks in the Russian Market

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**Opponent:** Mgr. Olga Kovalenko, Ph.D.

### **Thesis statement / aims and objectives:**

The goal of the work was to research the origin of quality marks worldwide and in Russia particularly (classification, target group, conditions of granting). It was expected from student to prove the familiarity with quality marks and research their perception by consumers, significance and importance of quality mark. Work should obtain comparison of costs and benefits related to the quality mark.

### **Structure and development:**

In first chapter author describes the origin of quality and quality marks. Next two chapters contain information about quality marks on Russian market and worldwide. The last two chapters present student's personal research about consumer's perception of quality marks and cost-benefit analysis

### **Use of sources:**

There are no major formal or stylistic issues concerning the use of sources. Materials have been carefully cited.

### **Stylistics and language:**

The organization of chapters conforms to existing standards. The written text is logical and straightforward. Presented theses has list of abbreviations, all picture and tables are named and numbered. The overall perception of the thesis is affected by the level of English and this makes it harder to understand but it doesn't negatively affect the grade or student's impact.

### **Questions for defense:**

1. In your research you state that the entire procedure for obtaining a quality mark from Roskachestvo is relatively easy and for free for the manufacturer. If it is like that, why do you think, the majority of producers do not obtain it?
2. In Figure 43 (page 55) – "Results of question which of the listed quality marks do you trust?" there is an answer - "I don't trust any mark of quality" with 15 votes. If I'm not mistaken, it is 15% respondents. Why do you think such high share of respondents do not believe in quality, proven by quality mark?
3. Do you personally check any quality marks while choosing products for your own consumption?

Overall, the work fulfills the task by completing each individual subtask with significant personal practical input where author presented serious approach. Author showed analytical thinking with demonstrated talent for identifying key points.

Consequently, I conclude that the student has fulfilled the task set for the thesis. I recommend the thesis for defense and propose to grade the work "A- excellent", depending on the result of the defense.

20.08.2020

Mgr. Olga Kovalenko, Ph.D.