

Review of the Doctoral Thesis

Title: Strategic Networking as a Management Tool

Author: Mag. (FH) Eva Maria Eckenhofer

Reviewer: Ass. prof. Jaroslava Kubátová, Ph.D.

The doctoral thesis by E. M. Eckenhofer deals with highly ongoing subject Strategic Networking as a Management Tool. The strength of the doctoral thesis is its clear structure. The first part of the thesis (chapters 1 – 3) is theoretical. All the necessary terms and theoretical backgrounds are explained. In chapter 4 the aim and the methodology of the research is determined. The results are in the last part of the thesis (chapters 5 – 8).

The main goal of the doctoral thesis is to evaluate the network management tool Strategic Networking in practice and to prove that it contributes to the performance of a network. To achieve this goal a set of research questions was prepared and the methodology to answer these questions was developed. All the questions are answered in doctoral thesis which means that the goal of the doctoral thesis was achieved. The limitations of the research are mentioned in the thesis in a very open way.

I highly appreciate that E. M. Eckenhofer deals with the intercultural aspects of social networking. I think that the awareness about the cultural differences which influence networking is very important in current global economy.

This dissertation contributes to the scientific theory as well as to the practical business development by exploring the importance of networking and by the evidence of the benefits of the management tool called Strategic Networking.

Questions to the author: Based on your research, what do you think the companies can do to make their Strategic Networking as effective as possible? Are there some changes of Strategic Networking as a management tool connected to the development of information and communication technologies? Is there some advantage the companies can take from ICT development to foster their Strategic Networking?

The bibliography is reach and actual. The editing and the language of the dissertation are excellent. Also the number of works published by E. M. Eckenhofer is considerable.

In my opinion, the thesis by E.M. Eckenhofer fulfils all the conditions for gaining the Ph.D. degree. I recommend this doctoral thesis to be defended.

In Olomouc, November 2, 2011

Jaroslava Kubátová