

DISSERTATION ASSESSMENT
THE CROSS-CULTURAL MARKETING AND COMMUNICATION
THE IMPLEMENTATION IN HOUSING IN TURKEY, THE CZECH REPUBLIC AND RUSSIA

Author: Maia Ozdemir, MS

Up-to-dateness of this dissertation

The focus of this dissertation corresponds with the world trend orientated towards the globalization of society. Such orientated topics have two kinds of benefits. They deepen knowledge regarding current way of life in the author's country of origin, and enable comparison between the regions selected. The chance of considering theoretical solutions of the author's country of origin and the countries compared with is important in particular.

We experience the fact that we live in the period of the world globalization on every day basis, and it is extremely important for us to get to know other cultures to deepen the existing knowledge and cooperation that is essential. This also increases migration that we are not able to identify with and to accept. Therefore, every piece of work that contributes to solution of this problem is definitely valuable and needed as such contribution can enable certain progress as well as ethical solution to this rather new problem.

Topic solution:

The author has a very responsible approach towards her dissertation and she has worked on it carefully with a great effort. The dissertation has 211 pages and it is divided into 5 logically linked chapters including conclusion, bibliography and curriculum vitae. The dissertation is written in English. The author has studied literature and has found out that in the field of research regarding demands for housing in the Czech Republic, Turkey and Russia are considerable reserves in knowledge, understanding and opinion justification that are required these days.

The author has checked her knowledge and opinions on the basis of 810 e-mail contacts with the customers of real estate agencies, which explains the effort she has made to process all the data. The return rate regarding the questions asked was 95.7% as the author has stated. This is an extremely positive result.

Dissertation evaluation

The author focused on the analysis of the answers to the questions – whether there are differences in opinions regarding housing among the inhabitants of the Czech Republic, Turkey and Russia. Then, it was the analysis of target groups' requirements that are typical for their countries of origin. The author

gained detailed knowledge through directive interviews. There were 24 Czech, 17 Turkish and 12 Russian inhabitants taking part in these interviews. The author confirmed that there is neither taxonomy nor testing regarding the cultural influence on the choice of housing in the countries selected. Therefore, this dissertation is a base for the knowledge of particular cultures, which is important these days for the reason of coexistence and integration of immigrants into the countries monitored. On the other hand, the view on reasons for preferences and choice of countries made by immigrants is still open. This is not in housing only, but it is also visible when mentioning the possibility of non-conflict coexistence with inhabitants of target countries.

Final evaluation

The dissertation has fulfilled the expectations regarding problem solving that seems to be important these days as it is a new problem, of which successful solution depends on solving political situations throughout Europe and not only there.

The positive impact of this dissertation is the fact that it has provided rather significant base for further research and problem solving. The problems above mentioned have occurred due to globalization and not being ready enough for its consequences that are closely connected with its growth.

Recommendations

Since the dissertation meets the requirements, I strongly recommend it to be accepted for the dissertation defence, and in case of successful defence to confer the degree of doctor on the author.

Discussion questions

1. What is the author's opinion regarding the growth of globalization? Does the author understand it as the innovation within society development?
2. What are the rules according to the innovation theory that the author would recommend applying in the future not to see the globalization process being connected with negative political problems in the world?


Doc. Ing. Zdeněk Dytrt CSc.

8 April 2015