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Opponent review of doctoral studies dissertation thesis

FACULTY OF MANAGEMENT AND ECONOMICS

PhD student:

Ing. OSAKWE CHRISTIAN NEDU

PhD student Supervisor:

Assoc.Prof. Ing. MILOSLAVA CHOVANCOVÁ, CSc.

PhD thesis:

FRAMEWORK FOR EMBEDDING A STRONG BRAND-ORIENTED CULTURE AND ITS IMPLICATIONS FOR ENTERPRISES: AFRICAN AND EUROPEAN MSMES' EVIDENCE.

• Topicality of the dissertation thesis.

The issue of small and middle sized enterprises in today's world is more and more relevant. The reason is not only their high number, large amount of employees and economic contribution to GDP of the country in which they operate, but also the flexibility in the market. This is closely related to their equipment and hence the resulting solution of their market behaviour in the context of a concrete solution to the production (business) brand products of the company.

The choice of dissertation topic can be assessed as very well selected, including the target orientation of its research process.

• Meeting the goals of the research solutions work.

The PhD student picks up and defines his objectives as to create a system which could/might increase the efficiency of "orientation towards culture of the enterprise trademarks" within the a competitive business environment. As a research solution he chose an empirical comparative study of this field of Nigeria and Macedonia to develop ideas for practical application in this area. For this purpose he conveniently elaborated system of partial research objectives.

The research work aims have been achieved and are acceptable as a whole.

• Approach to research problems solution.

A framview is given by author in his description of a structural presentation, a holistic treatment of his dissertation. In an extensive chapter, graduate student processed an overview of the current knowledge, according to literary sources (197, list on pages 106-123). Specific citations in texts are of acceptable details.

I consider as positive, the doctoral student tied the survey findings from literature citations with a concise formulation of hypotheses for own research work.

The empirical research conducted through doctoral student interview questionnaire (in the area of Nigeria in English, for the region of Macedonia in Russian). Way of dealing with the content and scope of the questionnaire response corresponds to the research objectives.

Custom processing of the survey results is conveniently arranged by applying well-chosen methods.

PhD student considered to bring concrete benefits by realized the questionnaire survey in two countries: Nigeria - Macedonia, reaching interesting final observations that can form the basis for some practical application as an alternative to the theory as well as in practical use.

- Importance for practice and for the development of scientific disciplines.

Given the generally assessed status of small and medium-sized enterprises is a presentation of issues in the field of entrepreneurial symbols (brand manufacturing) by new aspects, with synthetically sketches of research-knowledge to solve both practical and theoretical solutions and explorations.

- Formal presentation of a dissertation.

Arrangement of the dissertation is at the required level, in the linguistic, and textual content, as well as in graphical and tabular viewpoint.

- Publications of the PhD student.

Publication meets the requirements set out for doctoral dissertations of study.

- Questions for the defence.

= How do you judge the extent in which “culture and traditions of the country „ take influence to the practical realization of conclusions and recommendations of your research?

= Implementation of your knowledge in practice claims appropriately skilled and trained staff. What is your idea about how should they be obtained and how to prepare them for successful application?

FINAL RECOMMENDATIONS.

Doctoral dissertation of CH. N. OSAKWE meets the demands placed on and I recommend the dissertation doctoral student CH. N. OSAKWE to be admitted to the defence. After the successful completion of the defence I agree CH. N. OSAKWE to be granted the title of doctoral candidate PhD. (Philosophy Doctor).

Bratislava, 17. 11. 2016.



(F. Lipták, v.r.)