

University of New York in Prague

Defense Proceedings Report

Thesis Title: The Effect Of Social Media On Purchasing Of Sporting Goods

Student Name: Hofbauer Jana Viola

Student ID Number: 510823

Study Program: Economics and Management (B6208)

Mentor Name: Dan R. Fiala, MBA, PMP, PMI-RMP

Opponent Name: Christopher Shallow, M.Sc.

Committee Chair: Ing. Václav Chvalovský, CSc.

Committee Members: Christopher Shallow, M.Sc.

Tanweer Ali, M.A., CFA

Ing. Vladimír Čepelák, CSc.

Date of Thesis Defense: 20/1/2017

Proceedings of Thesis Defense: Discussion ensued based on the prompts provided by the opponent. Committee members participated, and the candidate was challenged to clarify and give extended insight into the work submitted.

The candidate defended the work using explanations and examples that were relevant, accurate, and appropriate, and fully addressed the implications of the topic.

Upon the completion of the defense, the committee conferred in private. The performance of the student in the defense was discussed at length, and based on the evaluation rubric, the final grade was agreed upon by evaluating committee members.

Results of Thesis Defense: Passing Grade (1)

Prepared by: Ing. Václav Chvalovský, CSc.

