

# Review of Master work supervisor

Name and Surname of Student	Georg Jakob NEUMANN
Qualification Work Title	Nudging as a managerial method
Name and Type of Study Programme	Regional and European Project Management / Navazující
Faculty / Department	Ekonomická fakulta / KRM
Supervisor	Škodová Parmová Dagmar, doc. Dr. Ing.
Review author	doc. Dr. Ing. Dagmar Skodova Parmova

## Thesis evaluation

1. Logical structure of the thesis 1.5
  2. Fulfillment of objectives 2.0
- Note:** The missing examples of best practice observed and analyzed by the author are decreasing the value of the thesis.
3. Methodological approach 1.5
  4. Assessment of theoretical and/or practical contribution of the thesis 2.0
  5. Handling of literature 1.0
  6. Formal aspects 1.5
  7. Student's own contribution to the studied problems 1.5
  8. Monitoring for plagiarism (result) **negative**

## Conclusion

Thesis evaluation (note): **very good**  
I recommend the thesis for defence: **YES**

## Questions and comments

### Critical comments and overall contributions, total value of the thesis

The theme was excellently chosen. The particular nudging is a very good tool for influencing, in the public sphere it could be also useful.

### Questions and topics for discussion before the commission

How could be the nudging more spread in the practice and how could the know-how of nudging introduced to the politicians and public officers?

Date: Sep 17, 2019

Signature of supervisor

