

Review of Master work reviewer

Name and Surname of Student	Sophie BEIGBEDER
Qualification Work Title	Factors of Moving Towards a Sustainable Consumption of Fashion Products
Name and Type of Study Programme	Regional and European Project Management / Navazující
Faculty / Department	Ekonomická fakulta / KOD
Supervisor	Pícha Kamil, doc. Ing. Ph.D., MBA.
Reviewer	prof. Dr. Nadine Rentel

Thesis evaluation

1. Importance and difficulty of the topic 1.0

Note: The topic of sustainability is of great relevance, due to numerous environmental, economic and social challenges of modern societies. The heterogenous character of the concept is discussed. The focus on universities is innovative.

2. Logical structure of the thesis 2.0

Note: The author discusses the concept of sustainability in detail and offers the reader alternative notions and concepts. The thesis is clearly structured, with an in-depth data analysis, but lacks the contextualization with literature.

3. Fulfillment of objectives 1.0

Note: The research question is answered to a full extent, the detailed data analysis allows to gain insights into the implementation of sustainability of two different universities.

4. Methodological approach 2.0

Note: The qualitative approach is appropriate to explore the field. Nevertheless, the methodological choices could have been, at some points (data categorization, the software used), been explained more in detail.

5. Assessment of theoretical and/or practical contribution of the thesis 1.0

Note: In my opinion, the interview results (best practice examples, major challenges and obstacles) could serve as a model/guideline for universities who want to implement a strategy of sustainability in the future.

6. Handling of literature 1.5

Note: The author takes into account relevant literature on sustainability as a whole and with a special focus on the role of universities in that domain.

7. Formal aspects 1.5

Note: A documentation of the categorization of the interview data is missing.

Conclusion

Thesis evaluation (note): **excellent**

I recommend the thesis for defence: **YES**

Questions and comments

Critical comments and overall contributions, total value of the thesis

The chosen topic is of great relevance, and despite the fact that the notion of sustainability is not new, the author opens some interesting new perspectives by a) presenting and discussing alternative notions, and by highlighting the cultural dimension of the concept and b) adopting a quite innovative perspective as the majority of studies dealing with sustainability is focussed on companies, not on institutions of higher education.

The analysis part goes very much into detail, the author illustrates her categories by integrating and discussing anchor examples. Nevertheless, a discussion part putting her own research results in the context of the research literature is missing. In this context, one has to highlight that the main categories are discussed by the author in the theoretical part, allowing the reader to understand the interpretation. The author explains very briefly, in just two phrases, how she proceeded with the categorization of the interview data. The annex does not contain a documentation concerning the categorization of the data.

As in the future, probably more and more institutions of (higher) education will have to implement strategies of sustainability, the responsible persons could benefit from the research results, avoid typical problems and deal with challenges more efficiently.

Questions and topics for discussion before the commission

Do you think that the challenges on the level of social sustainability vary on a global level? Could you give an example for possible culture-dependent differences?

Could you explain a bit more in detail how you developed your categories of analysis? Why did you choose the software you refer to in your methodological part?

Date: Sep 06, 2022

Signature of reviewer