



SUPERVISOR'S OPINION

PhD student: Romina Cheraghalizadeh

The Effect of Social Media Marketing on Customer Relationships

Romina Cheraghalizadeh started her PhD studies in the summer semester of the academic year 2018/2019 in the Economics and Management program. Her supervisor was our colleague, Associate Professor Jozefína Simová. Unfortunately, Jozefína Simová passed away in 2021 and therefore I became her supervisor. Romina defended the colloquium on 14 February 2020 and successfully passed the State Doctoral Examination on 21 May 2021. She completed her internship at the European Leadership University in Northern Cyprus at the Faculty of Business from March to June 2022.

The minor defence at the Department of Marketing and Trade was held on 7 September 2022.

Evaluation of the doctoral student's cooperation with her supervisor

The doctoral student's cooperation with her supervisor was without any problems. The student studied exactly according to her individual study plan, actively approached research, publishing and teaching activities at the Department of Marketing and Trade.

As part of her teaching activities, the PhD student conducted teaching seminars for the subjects: marketing and marketing research in English for students coming under the Erasmus + program.

Romina is very independent, skilful, active, hardworking, and she always incorporated all comments.

Comments on the professional level of the dissertation

The thesis deals with the Influence of social media marketing on customer relationships.

The main aim of the dissertation is to evaluate the positive influence of social media on the formation of relationships with hotel customers in the Czech Republic. While most marketing research in the hospitality industry has focused on the relationship between different marketing promotions and customer relationship research dimensions, this dissertation uses the six variables proposed by Hyun and Perdue (2017) to examine customer relationships.



The dissertation works with six factors: engagement, motivation, commitment, cross-purchase, word of mouth and customer leave. The PhD student conducted two primary research studies. One with customers of four and five star hotels (238 respondents) and the other with 10 hotel managers. Correlation and regression tests were conducted in this research to test the supposed relationships. It is necessary to mention the difficult situation of conducting the researches because they were conducted during the Covid -19 pandemic.

In the final chapter, the PhD student suggests possible improvements for improving customer relations in hotels just based on the research results. The results of the thesis have theoretical but also managerial benefits for the hotel sector. The main theoretical contribution can be the extension of the current knowledge about social media marketing for the hotel industry, and for hotel managers it is the primary research results themselves and possible suggestions for improving social media activities.

Comments on the PhD student's publications

The doctoral student's publication activity is related to the topic of her dissertation and she has already published several papers before the start of her doctoral studies.

During her doctoral studies, the PhD student published four papers in journals in the WOS database. The PhD student also published one article in a peer-reviewed journal included in the Scopus database and had six conference papers. One paper is in a peer-reviewed international journal. During her studies, the PhD student was also the principal investigator of a student grant competition project, which addressed a partial objective of her dissertation and focused on research on hotel managers. Publication activities meet the requirements set for doctoral graduates.

Statement on plagiarism

The thesis has been checked by the anti-plagiarism system Theses. From the point of view of the supervisor, I note that the thesis was prepared gradually, the doctoral student edited the text several times according to the supervisor's comments and the instructions from the small defence. The sources used are properly cited.



The PhD student Romina Cheraghalizadeh has demonstrated the ability of independent professional scientific activity and thus fulfilled the prerequisite for successful doctoral studies.

I recommend the submitted dissertation for defence.

Liberec, 29 September 2022

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