

PUBLIC LECTURE EVALUATION

Masaryk University

Faculty	Faculty of Economics and Administration
Procedure field	Business Management
Applicant	Ing. Dušan Mladenović, Ph.D.
Lecture date	February 4 th , 2025
Lecture topic	MetaWOM - toward a sensory word-of-mouth (WOM) in the metaverse
Persons present (number)	14 in person, 4 online
Designated evaluators (board members)	prof. Ing. Martin Kvizda, Ph.D. prof. Ing. Štefan Žák, PhD., MBA, LL.M. doc. Ing. Ondřej Částek, Ph.D.

The applicant delivered a lecture on the topic “MetaWOM - toward a sensory word-of-mouth (WOM) in the metaverse”.

Presented knowledge was clearly based on systematic study of available literature, resulting in a new concept of MetaWOM.

The explanation of the topic was easy to follow, demonstrating pedagogical skills. The applicant was able to respond to questions from the public and from the habilitation board members. The number of questions raised proved both the topic and its delivery to be of broad interest. Responses to these questions were to the point, informative and proved deep insight to the topic.

The lecture contained all aspects of good pedagogical approach.

Conclusion

The lecture delivered by Dušan Mladenović, entitled *MetaWOM - toward a sensory word-of-mouth (WOM) in the metaverse* and delivered as part of the habilitation procedure, **demonstrated** sufficient scholarly qualifications and pedagogical capabilities expected of applicants participating in a habilitation procedure in the field of Business Management.

Date: February 4th, 2025

prof. Ing. Martin Kvizda, Ph.D.

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