

Academy of Performing Arts in Prague  
Theatre Faculty  
**Arts Management Department**

## **REVIEW OF MASTER ´S THESIS**

**Thesis Supervisor: Martin Hudecek**

**Student: Nadezda Nazarova**

**Thesis title:** CROSS-SECTORAL COLLABORATIONS BETWEEN THE ARTS AND ORGANIZATIONS Case studies from the Czech Republic and Sweden

### **Thesis supervisor ´s review:**

The student has written a thesis that overwhelmed my high expectations. The topic of this thesis is, especially in the COVID period, exciting and needed. It opens new ways to develop new products and, thanks to them, open a new type of partnership. Managers from both worlds, I mean Art and Business, interested in expanding, innovating, and looking for the strategies of how to offer its unique value, can find many inspirations, references, and materials for studying.

She aimed to map the development of cross-culture collaboration in our region and looked for answers to questions about the value of culture for business organizations. She showed the courage to open very complex topics, but she dealt with them and put them in one logical framework. I like the structure of this thesis.

The thesis contains a useful list of references, including literature, researches, and studies made across Europe but all useful for local managers. She made her research not only in the Czech but over more counties. It helps her to achieve a broader context and ability to explain local specifics. She was working on this thesis for almost two years, and the final result is, in my opinion, excellent.

It's written in perfect style, easy to read and understand. The thesis is well structured. References support used arguments, student's own opinions, and results. The student put together outcomes from more different areas, transforms them into the local context, and explains why there are differences.

I didn't find any big mistake in her argumentation and can fully support her results.

The student has consistently shown a strong interest in the topic and demonstrated her ability to study the matter from several perspectives.

**I do/~~do not~~ recommend** this thesis for defense.

**Grade recommendation /A, B, C, D, E, F/: A**

Date:31.1.2021



Signature:.....