

Academy of Performing Arts in Prague
Theatre Faculty
Arts Management Department

REVIEW OF MASTER ´S THESIS

Thesis Supervisor: MgA. Martin Hudeček

Student: Xinxin HU

**Thesis title: THE SPONSORING COLLABORATIONS
BETWEEN CORPORATIONS AND ARTS INSTITUTIONS**

Thesis supervisor ´s review:

The student has written a high quality master´s thesis, which is applicable to any organization of whichever field of interest. Her dedication to performing arts is, how she herself demonstrates by the lack of a need to cite, unique and forces the student to overcome barriers and take inspiration from other fields.

The student has consistently shown a strong interest for the topic and demonstrated her ability to study the matter from several perspectives and in the end has managed to showcase the ability to categorize sponsors and create an attractive offer of collaboration.

The thesis is very well structured and the individual parts are in a logical order. The student does not utilize citations in an amount that would be typically required for this type of work. On the other hand, this shortcoming is logically argued against, as useful citations for this kind of work are nonexistent. Considering how well she can search for and analyze the substance of these sources, this argumentation of hers is sufficient in my opinion and the overall lack has no impact on the final

grade.

It was my honor to aid the student with this needful topic. I admired her refreshing angle on the matter, her willingness to learn and find inspiration in different fields and connect them with the field of performing arts. The student has also been able to utilize her previous education in management and economics. Her culturally rich background and differing view on the world, which is apparent from the work itself, has significantly added to the quality of her work.

Based on the previously stated reasons, I believe that a suggested grade of A would be appropriate and therefore I recommend this thesis for its defense.

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

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

Date: 3.2.2020

Signature: .....