

## PUBLIC LECTURE EVALUATION

### Masaryk University

<b>Faculty</b>	Faculty of Economics and Administration
<b>Procedure field</b>	Business Management
<b>Applicant</b>	Ahad Zareravasan
<b>Lecture date</b>	18 April 2023, 13:30
<b>Lecture topic</b>	“The role of business analytics capabilities in bolstering firms’ agility and performance”
<b>Persons present</b> (number)	Present on-site: 10, Online: 5
<b>Designated evaluators</b> (board members)	prof. Ing. Jitka Komárková, Ph.D. prof. RNDr. Tomáš Pitner, Ph.D. Prof. Dr. Techn. Natalia Kryvinska, PhD

The lecture was devoted to the topic: “The role of business analytics capabilities in bolstering firms’ agility and performance”.

The lecture lasted 30 minutes as it was expected.

The applicant introduced the topic by providing some introductory facts and defining key terms at first. Subsequently, he explained design of the survey, explain interaction effects of some variables; and limitations.

He concluded with the future work and impact of his research.

The discussion followed the lecture. The applicant successfully answered the following questions:

What from his research can he use for his teaching now?

What courses is he expected to teach as associate professor?

Market turbulences from suppliers?

Why did he choose limited sample of companies with highest revenues – the impact of environment turbulences?

How are results applicable to European companies?

How did he get information from the companies due to security reasons?

How does his work challenge the knowledge of the concept of relationships and theory of BI?

How does his work cause people to think differently about BI?

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The applicant answered questions successfully, proved he was able to answer meaningfully considering the topic.

The lecture was well prepared, well-structured and well presented. It was easy to follow the lecture, he was able to attract the attention.

## Conclusion

The lecture delivered by Ahad Zareravasan, entitled “The role of business analytics capabilities in bolstering firms’ agility and performance” 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: 18 April 2023

prof. Ing. Jitka Komárková, Ph.D.

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