University of Economics, Prague
Faculty of Business Administration

(logo: FAKULTA PODNIKOHOSPODÁŘSKÁ VŠE)

Master´s Thesis Evaluation by the Supervisor

Title of the Master´s Thesis:

Company, its performance and perceived employer attractiveness

Author of the Master´s Thesis:

Jana Musilová

Goals of the Master´s Thesis:

to analyse factors influencing employer attractiveness with high focus on company performance

EVALUATION OF THE MASTER´S THESIS	
Criteria (each max 10 points)	**Points awarded**
1. The goals of the thesis are evident and accomplished	8
2. Demands on the acquisition of additional knowledge or skills	9
3. Adequacy and the way of the methods used	9
4. Depth and relevance of the analysis in relation to goals	9
5. Making use of literature/other resources, citing	8
6. The thesis is a well-organised logical whole	10
7. Linguistic and terminological level	8
8. Formal layout and requirements, extent	10
9. Originality, i.e. it is produced by the student	10
10. Practical/theoretical relevance/applicability	9
Total score in points (max 100)	**90**
Final grading	**výborně (1)**

Overall evaluation (cca 150 words):

The diploma thesis is logically organised and the goals have been clearly defined in an appropriate manner. Theoretical part of the thesis is based on relevant literature and the student demonstrated ability to choose a combination of methods which allows not only to look at the employer attractiveness from different points of view but also to verify obtained data. The qualitative approach - questionnaire with open questions was primarily aimed to map the perceptions of students, while Average Monthly Searches were used as the more "objective" way to measure employer attractiveness. Then correlation analysis was used to find significant relations and finally data from the Graduate barometer were used for comparison. I appreciate a student´s meticulous approach to analysis and her effort and autonomy as well. Conclusions drawn from the data analysis are used to formulate recommendations for employers . The results have practical relevance but the title "Manual to get the right talent" is far too ambitious. Questions for the defence of the thesis: What employers are attractive for you and why? Is the company performance important for you? What would you do differently if you had to conduct the research again?

The name of the supervisor:

doc.PhDr. Daniela Pauknerova, Ph.D.

The employer of the supervisor:

University of Eonomics, Prague

03 June 2015

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Signature of the supervisor