

Master's thesis evaluation by the opponent

Title of the Master's thesis:

Company, its performance and perceived employer attractiveness

Author of the Master's thesis:

Jana Musilová

Objectives of the Master's thesis:

To contribute to the topic of employer attractiveness, answer research questions (e.g. Has company performance a significant effect on employer attractiveness?) and form recommendations for companies.

EVALUATION OF THE MASTER'S THESIS	
Criteria (max. 10 points per category)	Points awarded
1. The objectives of the thesis are evident and accomplished	8
2. Demands on the acquisition of additional knowledge or skills	8
3. Adequacy and the way of the methods used	9
4. Depth and relevance of the analysis in relation to objectives	8
5. Making use of literature/other resources, citing	8
6. The thesis is a well-organised logical whole	8
7. Linguistic and terminological level	10
8. Formal layout and requirements, extent	7
9. Originality, i.e. it is produced by the student	8
10. Practical/theoretical relevance/applicability	8
Total score in points (max 100)	82
Final grading	Very good (2)

Overall evaluation and questions to be answered in the course of the defense:

The final thesis opens an interesting topic of an employer attractiveness. It meets the requirements (form and content). Some remarks need to be done. The area of interest of the paper is quite wider than the topic indicates. One of the objectives, there was an answer to the following question: "How can we define an attractive employer?" This goal was not reached. The formal structure of the paper has very good standard (parts like "Discussion, Limits, Suggestions for future research" are not that common as it should be), on the other hand it is very difficult to draw some valuable conclusions from the three studies that are so different regarding samples (e.g. type, size, region) and methodology. Some formal imperfections should be mentioned: "Bibliography" (unified form of references), "9.17 Appendix - Student survey full form" cannot be a full version according to the text, some questions are missing (see p. 53 to 56), headings at the end of the page (e.g. p.10, 32), titles of companies in the charts are not complete (e.g. p.99-102) etc. There is an extensive number of sources, valuable is also the "Manual to get the right talent".

What is the main benefit of this thesis? If the manual, how important were the studies for the manual creation?

Name of the Master's thesis opponent:

Mgr. Tereza Králová, Ph.D.

Occupation of the Master's thesis opponent:

KPSŘ, VŠE, Praha

I honestly declare that I am not in any allied relationship with the author of this Master's thesis.

June 1, 2015

Signature of the Master's thesis opponent