University of Economics, Prague
Faculty of Business Administration

Master´s Thesis Evaluation by the Supervisor

Title of the Master´s Thesis:

CSR and its perceived effect on employer attractiveness

Author of the Master´s Thesis:

Adithiya Kumar

Goals of the Master´s Thesis:

to assess the effect of Corporate Social Responsibility on the perceptions of employer attractiveness among the students who are currently pursuing a Masters' degree as well as recent graduates from universities in the Czech Republic

EVALUATION OF THE MASTERS´ THESIS	
Criteria (each max 10 points)	**Points awarded**
1. The goals of the thesis are evident and accomplished	8
2. Demands on the knowledge	9
3. Adequacy and the way of the methods used	8
4. Depth and relevance of the analysis in relation to goals	7
5. Making use of literature/other resources, citing	9
6. The thesis is a well-organised logical whole	10
7. Linguistic and terminological level	10
8. Formal layout and requirements, extent	9
9. Originality, i.e. it is produced by the student	9
10. Practical/theoretical relevance/applicability	8
Total score in points (max 100)	**87**
Final grading	*Very good (2)*

Overall evaluation, additional questions or comments:

The diploma thesis is focused on the perceived effect of CSR practices to employer attractiveness. The student demonstrated good command of the relevant literature and understanding of the relevant theoretical framework. His work is unique thanks to the method he developed and used to gather students´ peceptions. He focused on university students studying in Czech Republic and even though he approached sufficiently large number of them, the return rate of the questionnaire was very low. The conclusions have been drawn appropriately from data obtained, however, due to the small sample size, generalizations are not possible. Yet his work can serve to verify the method used. The thesis is very well written - stylistically outstanding work. Questions for the defence of the thesis: What research design would you propose to overcome the limitations? The findings are not quite conclusive - what procedures could be used to refine them?

The name of the supervisor:

doc. PhDr. Daniela Pauknerová, Ph.D.

The employer of the supervisor:

Faculty of Business Administration, University of Economics

05 June 2015

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Signature of the supervisor