University of Economics, Prague
Faculty of Business Administration

Master's thesis evaluation by the opponent

Title of the Master's thesis:

Corporate Social Responsibility and its perceived effect on Employer Attractiveness

Author of the Master's thesis:

Adithya Kumar

Objectives of the Master's thesis:

To assess the effect of Corporate Social Responsibility on the perceptions of employer attractiveness among the students in the Czech Republic.

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	6
6. The thesis is a well-organised logical whole	8
7. Linguistic and terminological level	9
8. Formal layout and requirements, extent	8
9. Originality, i.e. it is produced by the student	9
10. Practical/theoretical relevance/applicability	8
Total score in points (max 100)	**81**
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 CSR in relation to an employer attractiveness. The paper meets the requirements (form and content). Some remarks need to be done. Three research questions are stated at the beginning, only one is explicitly answered at the end of the paper. Some formal imperfections should be mentioned: "Pagination" is missing. "References" - There is not unified form within the list of sources as well as within the text. Some of the references are not enough to satisfy, e.g. no 16 in the final list. References within the text are missing sometimes, e.g. Schein in the first paragraph of Chapter 1, the reference in the text (Pheffer, 1998, in Martin et al., 2005) is lacking in the final list etc. QUESTIONS: Discussing the limits of the study at the end, you mention the size of the sample. Could also the structure of the sample cause some limitation? Have you compared the answers of students with different field of education? Regarding the theories you mention in 6.1, it might be important factor influencing students' perception of CSR and its importance for employer attractiveness (e.g. economics & business vs. social sience & humanities).

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 2, 2015

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Signature of the Master's thesis opponent