

Master's Thesis Evaluation by the Opponent

Title of the Master's Thesis:

Internal Communication

Author of the Master's Thesis:

Tomáš Rathouský

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	7
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	7
6. The thesis is a well-organised logical whole	8
7. Linguistic and terminological level	7
8. Formal layout and requirements, extent	8
9. Originality, i.e. it is produced by the student	8
10. Practical/theoretical relevance/applicability	7
Total score in points (max 100)	75
Final grading	velmi dobře (2)

Overall evaluation (cca 200 words):

The Master's thesis Internal Communication is well structured with clearly stated objectives of the thesis. There is a clear connection between theoretical and practical part. I highly appreciate the selection of the topic, as there is a necessity to bring conceptual solution for internal communication at EYELEVEL. Overall, the recommendations summarized in the thesis are relevant and useful. If implemented, there might be a major shift in the information sharing on a global scale. I specifically value the recommendations on knowledge sharing; the structure of the recommendation (status of the projects, best practices and retail specific information) as well as the form how the author approached this challenge (for instance the usage of EYE beacon for notifications). Some of the recommendations mentioned in the thesis are already in the process of implementation (360 evaluation), which highlight the alignment of author's recommendations with our internal solutions

1. Taking into consideration the end of the earn-out period in June 2016, how would you tackle the challenges coming from Innerworkings (mother company) - what would be your strategy to keep our EYELEVEL way of approaching internal communication (refreshing, unique, natural for employees) - instead of accepting "corporate" solutions pushed by Innerworkings. 2. What other alternative methodology or techniques could you use to conduct your research?

The name of the opponent:

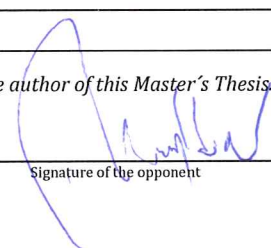
Dominika Mýtná

The employer of the opponent:

EYELEVEL, s.r.o.

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

07 September 2015


Signature of the opponent