

Assessment of Bachelor Thesis – Academic Consultant



Study programme: **International Economic Relations**

Field of study: **International Business**

Academic year: **2015/2016**

Bachelor Thesis Topic: **Change management at ABB during a major change within its organisational structure**

Author's name: **Daniel Ohlsson**

Ac. Consultant's Name: **Ing. Zuzana Křečková Kroupová, M.A., Ph.D.**

Opponent: **Ing. Přemysl Průša, Ph.D.**

	Criterion	Mark (1–4)
1.	Overall objective achievement	1
2.	Logical structure	1
3.	Using of literature, citations	1
4.	Adequacy of methods used	1
5.	Depth of analysis	1
6.	Self-reliance of author	1
7.	Formal requirements: text, graphs, tables	1
8.	Language and stylistics	1

Comments and Questions:

The thesis focuses on the very sensitive situation at ABB company, the extensive and complex global organisational change and its communication to all 140 000 employees in more than 100 countries around the world. The thesis assess the situation in the Czech Republic. The change management and its communication in companies is a very relevant topic nowadays, especially when focusing on the reorganisation on the global level.

The thesis is based on profound analysis of relevant literature related to managing corporate changes.

The group of respondents is relevant for the research, assessing the change communication from employees of three different levels of organisational hierarchy, including top management, middle management and non-managerial employees. Qualitative research was conducted to capture the specific and unique details of the employees' views at this early stage of the process. The research outcomes from qualitative interviews are accompanied with direct quotes from all groups. Further, the research outcomes are directly and thoroughly compared to theoretical background.

The thesis should be seen as an interesting insight into the early stages of global change at one of the leading companies in the power and automation technologies industry.

Questions:

1. What would you suggest to be done differently at this major change in communication at ABB at the beginning of the whole process?
2. Where do you see the biggest potential problems in the next steps at ABB? What do you suggest ABB could do to overcome them?

Conclusion: The Bachelor Thesis is recommended for the defence.

Suggested Grade: **1**

Date: 05/07/2016

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