

***Master's Thesis Evaluation by the Supervisor***

***Title of the Master's Thesis:***

Development of a Social Network Monitoring Framework and Key Performance Indicators for a Professional Haircare Company

***Author of the Master's Thesis:***

Julia Elisabeth Maurer

***Goals of the Master's Thesis:***

to present current literature of social media and social network monitoring frameworks, KPI definitions and target setting and to apply this knowledge to the case company in order to create a monthly KPI monitoring report embedded into a strategic target system.

EVALUATION OF THE MASTERS' THESIS	
Criteria (each max 10 points)	Points awarded
1. The goals of the thesis are evident and accomplished	9
2. Demands on the knowledge	10
3. Adequacy and the way of the methods used	10
4. Depth and relevance of the analysis in relation to goals	9
5. Making use of literature/other resources, citing	10
6. The thesis is a well-organised logical whole	10
7. Linguistic and terminological level	8
8. Formal layout and requirements, extent	8
9. Originality, i.e. it is produced by the student	10
10. Practical/theoretical relevance/applicability	10
<b>Total score in points (max 100)</b>	<b>94</b>
<b>Final grading</b>	<b>Excellent (1)</b>

***Overall evaluation, additional questions or comments:***

The thesis deals with a practical, interesting and very current topic of measuring the effectiveness of company's activities in social networks. It has logical structure and is based on a carefully elaborated theoretical part which enabled the author to suggest relevant measurements for the selected case company in the practical part. The only minor problem that I identified are spelling mistakes and sometimes problems with the formal layout. Also the author uses the term "paper" instead of "thesis." The recommendations are logical and relevant for the company. I would only suggest to go a bit more into detail in this part (on the other hand we could consider this part as a start of company's activities in this field). For the final defense I suggest following questions: 1. Why do not you suggest using the services of some monitoring agency (such as for example Social Bakers)? What would be the main benefits of keeping measurement in house? 2. How could a company measure the impact of social media activities on company's financial results and the brand?

***The name of the supervisor:***

Ing. Petr Král, Ph.D.

***The employer of the supervisor:***

University of Economics, Prague, Department of International Business