

# Assessment of Master Thesis – Academic Consultant



Study programme: **International Economic Relations**

Field of study: **International Business - Central European Business Realities**

Academic year: **2016/2017**

Master Thesis Topic: **The Value of CSR for Czech Consumers**

Author's name: **Elise Faradji**

Ac. Consultant's Name: **doc. Ing. Ludmila Štěrbová, CSc.**

Opponent: **prof. Patricia Seror**

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

## Comments and Questions:

The MT fulfils the requirements given on this type of academic work. The author based her research on theoretical approach and knowledge and successfully found links between theory and practice. The MT is aimed at finding appropriate links between CSR and consumer behaviour that is nowadays a very much discussed issue. The author accompanied her analysis by a qualitative research that supported her conclusions. Overall achievement of the author is very good.

**Conclusion: The Master Thesis is recommended for the defence.**

Suggested Grade:     **2**

Date: 05/11/2016

**doc. Ing. Ludmila Štěrbová, CSc.**  
Academic Consultant