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: **Corporate Social Responsibility and its Impact on Consumers´ Behaviour**
Author's name: **Lusine Grigoryan**
Ac. Consultant's Name: **Ing. Petr Král, Ph.D.**
Opponent: **Ing. Květa Olšanová, Ph.D.**

	Criterion	Mark (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	**3**
6.	Self-reliance of author	**3**
7.	Formal requirements: text, graphs, tables	**2**
8.	Language and stylistics	**2**

Comments and Questions:

The thesis deals with an interesting and up- to- date topic of CSR and its impact on consumer behavior. The work concentrated on the situation in the Czech Republic which was already analyzed by several authors before.

The thesis in general fulfills the requirements for the thesis at the VSE but the analysis could have been more detailed and could have delivered more valuable insights and findings. From this perspective I have to say that the potential of the topic was not fully used.

Also the methodology is relatively weak. The selected method of the case study would be suitable but the methodology should have been described more properly and also I would suggest to use another company for the analysis. AB Inbev is a good example of socially responsible company from a global perspective, but not really useful on the Czech market where it does not have any production facilities and does not belong to important market players on this market.

The results of the case study are therefore relatively weak and could not be used for other businesses neither for further academic works.

For the final defense I propose following questions:

1. How could companies communicate their CSR activities to the consumers and potential consumers in a realible way?

2. How do you assess the CSR activities of the AB Inbev compared to other breweries on the Czech market?

Conclusion: The Master Thesis is recommended for the defence.

Suggested Grade: **2**

Date: 30/12/2016

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Academic Consultant