

Assessment of Master Thesis – Opponent



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	3
4.	Adequacy of methods used	2
5.	Depth of analysis	3
6.	Self-reliance of author	2
7.	Formal requirements: text, graphs, tables	2
8.	Language and stylistics	2

Comments and Questions:

The objectives of the theses is to prepare comprehensive analyses of current CSR practices in the Czech Republic and to find out what type of impact the socially responsible practices of a company can have on a customer's behavior.

The first chapter aims to understand the CSR in relation to customer behavior. The author defines CSR from the perspective of two models and provides rather brief overview of the international principles and regulations of CSR. CSR benefits, stakeholders description and customers' general attitudes towards the CSR is also provided in this chapter. Deeper focus on the Czech Republic would tight the chapter content better with the objectives.

Chapter 2 provides basic characteristics of Czech government and non-government CSR approach and scene, with limited link to business and key industries. The second part of this chapter provides review of the secondary information focused on understanding of the customer's attitudes towards CSR and products/brands produced by companies with high social responsibility profile.

The last chapter covers a case study of the Anheuser-Busch InBev as "best practice" example helping the author to fully understand the real CSR practice and strategies. In this chapter she enriches the literature review and available company information by in-depth interviews with the Process Manager NAZ and Logistics Manager of the company's branch in the Czech Republic.

As conclusion the author summarizes her findings and highlights the importance of CSR as a complex strategy of doing business. The objectives are partially fulfilled, using declared methods. It would be beneficial to enrich the "comprehensive analysis of current CSR practices in the Czech Republic" (as part of the objectives) by overview of the best practices of top Czech companies or industries in CSR and it's link to the theoretical framework. Better link between the case study and theories in the first chapters would also be useful (stakeholder analyses in Ab InBev's case study as an example).

Questions: Please comment on the statement: "Proper CSR strategy works only if companies link CSR activities to their business purpose." Give specific examples of companies operating in the Czech Republic where this statement works.

Conclusion: The Master Thesis is recommended for the defence.

Suggested Grade: **2**

Date: 16/12/2016

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