

Master's Thesis Evaluation by the Supervisor

Title of the Master's Thesis:

Motivation behind CSR activities of German Small and Medium-sized Enterprises

Author of the Master's Thesis:

Kathrin Born

Goals of the Master's Thesis:

The thesis aims to provide a better understanding of the motivation behind CSR activities of small and medium-sized enterprises in Germany.

EVALUATION OF THE MASTER'S THESIS	
Criteria (each max 10 points)	Points awarded
1. The goals of the thesis are evident and accomplished	10
2. Demands on the acquisition of additional knowledge or skills	9
3. Adequacy and the way of the methods used	9
4. Depth and relevance of the analysis in relation to goals	10
5. Making use of literature/other resources, citing	9
6. The thesis is a well-organised logical whole	10
7. Linguistic and terminological level	10
8. Formal layout and requirements, extent	10
9. Originality, i.e. it is produced by the student	9
10. Practical/theoretical relevance/applicability	9
Total score in points (max 100)	95
Final grading	výborně (1)

Overall evaluation (cca 150 words):

The thesis focuses on motivation to CSR activities of SMEs in Germany. As CSR activities are more typical and therefore also researched in larger companies, the thesis makes significant contribution to understanding of motivation in the SME's sector. The student first made a detailed and critical analysis of the literature and defined fundamental concepts. As the research topic is motivation, she has used qualitative approach and has chosen appropriate methodology. I especially appreciated well done analysis of interviews, the interpretation of findings and possible limitations awareness. The thesis is very well written and provides practical recommendations. In summary, this study was well planned, efficiently organized and competently reported. The thesis is original and will provide further thought for others. Questions for the defence: Do you think that your findings are applicable in SME's sector in other European countries or are rather culturally determined?

The name of the supervisor:

doc. PhDr. Daniela Pauknerová, Ph.D.

The employer of the supervisor:

University of Economics, Prague