

Master's thesis evaluation by the opponent

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

Objectives of the Master's thesis:

To contribute to a better understanding of owner-manager motivation behind the CSR engagement in small and medium-sized enterprises in Germany.

EVALUATION OF THE MASTER'S THESIS	
Criteria (max. 10 points per category)	Points awarded
1. The objectives of the thesis are evident and accomplished	10
2. Demands on the acquisition of additional knowledge or skills	8
3. Adequacy and the way of the methods used	9
4. Depth and relevance of the analysis in relation to objectives	10
5. Making use of literature/other resources, citing	10
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	8
10. Practical/theoretical relevance/applicability	9
Total score in points (max 100)	94
Final grading	Excellent (1)

Overall evaluation and questions to be answered in the course of the defense:

The author of this Master's thesis focuses on the owner-manager's motivation behind the CSR activities in German small and medium-sized enterprises. Three cases are presented and compared in the practical part, hypothesis for future research and recommendations for managers and institutions are formulated, findings are compared to other relevant studies... Formally highly neat, very well structured, intelligible paper precisely guides the reader around the topic and the research process. The author describes the limitations of the study as well. Tiny formal (e.g. four levels of headings) and methodological (phone interview) lacks were found.

Questions: /1/ In your research, you work mainly with "subjective" sources - interview with owner-manager, company webpages... What could you do to make your findings more objective? /2/ Which hypothesis - you have formulated for the future research - would you choose for the following research and why? How would you test it?

Name of the Master's thesis opponent:

Mgr. Tereza Králová, Ph.D.

Occupation of the Master's thesis opponent:

KPSŘ, Vysoká škola ekonomická v Praze

I honestly declare that I am not in any allied relationship with the author of this Master's thesis.