



## Assessment of Master Thesis – Opponent

Study Program: **International Business - Central European Business Realities**

Author's Name: **Miriam Sofie Olsen Eid**

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Opponent's Name: **Ing. Jaroslav Halík, MBA, PhD.**

Master Thesis Topic: **Demographic and Individual Factors as a Predictor of Social Entrepreneurial Motivation among University Students**

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

### Comments and questions:

The aim of this diploma thesis was to investigate how context and demographic factors affect university student's motivations to launch a social enterprise in the future. Based on previous research, five hypotheses were developed in order to investigate whether gender, university, attitudes towards CSR and basic needs satisfaction are related to student's social entrepreneurial motivations. The author comes to the conclusion that it is needed to take a transdisciplinary outlook on social entrepreneurship motives in that both cross-university differences and personal attitudes and needs seems to work in concert to fuel individual motivations to become a social entrepreneur. Based on an extended literature compilation and on own web-survey of 149 students from the Czech Republic and Malaysia she comes to a discovery that almost 30% of the variation in motivation could mostly be explained by the three independent factors of university association, basic needs and attitudes towards CSR. The author finally states that if the aim of future government policy will be aimed to increase social entrepreneurship activities the findings may provide some direction for future policy initiatives such as increasing social entrepreneurial education or financial support systems.

Generally it can be said that the thesis has brought a new view on social entrepreneurship, which connects attitudes towards CSR with social entrepreneurial motivation. In this way it fills the gap in common research by looking at personal values through attitudes towards CSR in relation to socially oriented entrepreneurial activities. The author showed a good level of theoretical knowledge, practical experience, and passion about the topic. The only weak point is a relative limitation of primary input data, i.e. only the sample of university students from the Czech Republic and Malaysia was taken. In this context some generalisation might appear slightly inconclusive. The level of English is satisfactory, the layout, quotations and bibliography meet the technical requirements for writing scientific texts at Prague University of Economics.

**Questions:**

1. What other significant respondent groups would you recommend to interview in the future to increase the level of conclusiveness of your outcomes.
2. Explain and give examples of how cross-cultural differences can influence the attitudes towards social entrepreneurship. Take at least three countries.

**Conclusion:** The Master Thesis **IS** recommended for defence.

**Suggested Grade:** 1-2 (depends on the defence)

**Date:** 5. 9. 2015

**Ing. Jaroslav Halík, MBA, PhD.**  
Opponent