

Master's Thesis Evaluation by the Supervisor

Title of the Master's Thesis:

The Benefits of Social Media as a Means of Business Development for Small Organizations

Author of the Master's Thesis:

Madeleine Latapie

Goals of the Master's Thesis:

There are three objectives of the thesis:

1. To explore the issues raised by the literature within contemporary business development methods.
2. To analyze the impact of social media on business development for small B2C businesses.
3. To create a conceptual framework of social media's influence on business development for B2C businesses.

EVALUATION OF THE MASTERS' THESIS	
Criteria (each max 10 points)	Points awarded
1. The goals of the thesis are evident and accomplished	6
2. Demands on the knowledge	8
3. Adequacy and the way of the methods used	7
4. Depth and relevance of the analysis in relation to goals	9
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	5
9. Originality, i.e. it is produced by the student	8
10. Practical/theoretical relevance/applicability	8
Total score in points (max 100)	81
Final grading	Very good (2)

Overall evaluation, additional questions or comments:

The author presents a thesis consisting of a comprehensive up-to-date literature review. From this perspective, I highly evaluate the whole thesis. On the other hand I have to admit, that according to the title and goals I was expecting more outcomes and suggestions regarding the business development of SMEs. Further as also mentioned by the author herself in the text, the survey is rather limited and I wonder if it could be used to construct a reliable framework for other companies. The last objection concerns the scope of the thesis which is on the bottom verge of acceptability.

Questions:

Please, discuss the method used for selecting companies into the survey.

In what extent should be the SM content monitored and also censured from the company's perspective? I understand that the message is fully in hands of the company, but in the text the author pointed out, that it is also important to listen. However, what if we listen to bad stories, should company censure them? What about the ethics than?

The name of the supervisor:

Ing. Ladislav Tyll, MBA., Ph.D.

The employer of the supervisor:

KPE, FPH, VSE

01 September 2014


Signature of the supervisor