

Master's Thesis Evaluation by the Opponent

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:

"To explore the issues raised by the literature within contemporary business development methods; To analyze the impact of social media on business development for small B2C businesses; 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	7
2. Demands on the knowledge	9
3. Adequacy and the way of the methods used	6
4. Depth and relevance of the analysis in relation to goals	7
5. Making use of literature/other resources, citing	6
6. The thesis is a well-organised logical whole	7
7. Linguistic and terminological level	7
8. Formal layout and formal requirements, extent	5
9. Originality, i.e. it is produced by the student	7
10. Practical/theoretical relevance/applicability	7
Total score in points (max 100)	68
Final grading	Good (3)

Overall evaluation, additional questions or comments:

The goals set by the author are very ambitious. Unfortunately, in my opinion the author fulfilled those goals just partially. The author realized interviews with 20 participants (representatives of small B2C companies). However, this study does not focus primarily on "how SM can impact business development of small B2C companies". It only brings some insights about how SM is used by SME's (for example that "social media usage as a main business development strategy is scarce... due to a perceived lack of time"). There are methodological issues in the thesis (for example the author should define her sample more properly; she should not work with qualitative research as it was a survey etc.). However, formal deficiencies are the most serious aspect of my criticism. The thesis has just 54 pages. The literature review is the strongest part of the thesis – but the author does not mention all sources in the end of the thesis (in bibliography there are just 12 sources!). Other formal deficiencies are too complicated and sometimes even confusing structure of the thesis etc. Question: Can you give an example of a small company which used SM as the main business development strategy? Why was the focus of this company on SM successful?

The name of the opponent:

Doc. Ing. Miroslav Karlíček, Ph.D.

The employer of the opponent:

Department of Marketing, Faculty of Business Administration, VŠE

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

05 September 2014

Signature of the opponent