

Master's Thesis Evaluation by the Opponent

Title of the Master's Thesis:

An exploration of human and social capital of entrepreneurs based on their LinkedIn profil

Author of the Master's Thesis:

Rodrigo Rivera Castro

Goals of the Master's Thesis:

Thesis analyses the characteristics of internet entrepreneurs and aims to compare them with those operating offline

EVALUATION OF THE MASTERS' THESIS	
Criteria (each max 10 points)	Points awarded
1. The goals of the thesis are evident and accomplished	10
2. Demands on the knowledge	10
3. Adequacy and the way of the methods used	10
4. Depth and relevance of the analysis in relation to goals	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 formal requirements, extent	10
9. Originality, i.e. it is produced by the student	10
10. Practical/theoretical relevance/applicability	9
Total score in points (max 100)	99
Final grading	Excellent (1)

Overall evaluation, additional questions or comments:

The author provided deep knowledge of entrepreneurship as a research discipline. The theoretical part contains detailed literature review on relationship between human/social capital and entrepreneurship. Methodology provided in-depth description how data can be crawled and scraped from a social network as LinkedIn. In the empirical part author analyses employees/entrepreneurs from three countries and compares their characteristics based on obtained data. This is an extraordinary piece of work.

Questions for defense:

- 1) Is presence on LinkedIn a must for an offline entrepreneur nowadays?
- 2) Do you suppose there can be created such level of trust via LinkedIn that will lead to signing a contract (as opposed to offline networking)?
- 3) How do online social networks facilitate the process of planning?

The name of the opponent:

Ing. Jan Mareš

The employer of the opponent:

University of Economics, Prague

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

08 September 2014

Signature of the opponent