Assessment of Bachelor Thesis – Academic Consultant

Study programme: **International Economic Relations**
Field of study: **International Business**
Academic year: **2016/2017**
Bachelor Thesis Topic: **Corporate sustainability and business strategy: Case Study of company in automotive industry.**
Author's name: **Tereza Kovalová**
Ac. Consultant's Name: **Ing. Zuzana Křečková Kroupová, M.A., Ph.D.**
Opponent: **Ing. Jitka Volfová, Ph.D.**

	Criterion	Mark (1–4)
1.	Overall objective achievement	**1**
2.	Logical structure	**1**
3.	Using of literature, citations	**2**
4.	Adequacy of methods used	**2**
5.	Depth of analysis	**2**
6.	Self-reliance of author	**2**
7.	Formal requirements: text, graphs, tables	**2**
8.	Language and stylistics	**1**

Comments and Questions:

Corporate sustainability is a very contemporary topic given UN SDG goals.

The work is based on solid theoretical background of relevant literature. Special focus is devoted to environmental and social perspective of business strategy. Author works very well with secondary data. The company introduction and description of its activities related to corporate sustainability is very detailed and shows author's strong insight into the company. Author mentions being former employee of the company herself, too. Interesting comparison could be brought by enriching the work with the primary data research, followed by analysis and comparison with secondary sources.

Literature sources should be in alphabetical order.

Questions:

1. Based on the suggestion above, which group(s) of employees would you suggest to be interviewed, so that to reach wider understanding of company environmental and social corporate sustainability aspects?

2. Your focus was on automotive industry. Do you find automotive companies more inclining to corporate sustainability in their strategies than companies from other industries? Do automotives have any specifics?

Conclusion: The Bachelor Thesis is recommended for the defence.

Suggested Grade: **2**

Date: 16/05/2017

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