

# Assessment of Master Thesis – Academic Consultant



Study programme: **International Economic Relations**

Field of study: **International Business - Central European Business Realities**

Academic year: **2016/2017**

Master Thesis Topic: **Assessment of recruitment and selection process at logistics company**

Author's name: **Hana Stáňová**

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	1
4.	Adequacy of methods used	1
5.	Depth of analysis	1
6.	Self-reliance of author	1
7.	Formal requirements: text, graphs, tables	1
8.	Language and stylistics	1

## Comments and Questions:

The issue of recruitment is a very topical one given the extremely low level of unemployment in the Czech Republic now. The main goal of the thesis was to assess the recruitment and selection process in leading international logistics company and compared along the current trends in the Czech Republic.

The thesis is based on profound analysis of relevant literature related to recruitment with focus on current issues like. The introduction into the logistics company ushers readers into complex environment picture on career requirements and policies.

The analysis is based on in-company quantitative research of 51 respondents, accompanied by qualitative interviews with both HR director in the Czech Republic and in France. All views providing huge information base are used for assessment and future suggestions.

Derived research outcomes are reflecting both different methods and media of the recruitment process given specifics of Czech and French economy.

The thesis brings also very specific suggestions for the logistics company in terms of possible future improvement, e.g. more active role in addressing students and adjusting the in-company internships, so that these do bring return on in time invested into the student induction process.

English and stylistics are of very high quality.

The thesis should be seen as valuable contribution in understanding the key success factors in recruitment and selection process within one multinational company, in mutual comparison of branches in the Czech Republic and in France.

## Questions:

1. You propose several suggestions for implementation in analysed company. Please, try to assess them by their priority and by the cost/benefit ratio.
2. You mentioned French program "alternance" being very successful for your company X in France having contact and educating university student for a longer period. Do you think that such a similar program would be viable and successful in the Czech Republic?
3. One of your suggestions for the company is using video questionnaire. How do you think would react Czech population? Who else is using this recruitment approach in the Czech Republic? Are there any survey outcomes about this method in the Czech Republic?

**Conclusion: The Master Thesis is recommended for the defence.**

Suggested Grade:     **1**

Date: 08/05/2017

**Ing. Zuzana Křečková Kroupová, M.A., Ph.D.**  
Academic Consultant