

### Master's thesis evaluation by the opponent

**Title of the Master's thesis:**

Corporate Internal Communication - SharePoint and document sharing platform

**Author of the Master's thesis:**

Klára Foltýnová

**Objectives of the Master's thesis:**

This thesis aims to provide recommendations on the platform that enables Hilti Customer & Insights Team share generated knowledge and insights with its stakeholders in an effective way.

EVALUATION OF THE MASTER'S THESIS	
Criteria (max. 10 points per category)	Points awarded
1. The objectives of the thesis are evident and accomplished	10
2. Demands on the acquisition of additional knowledge or skills	8
3. Adequacy and the way of the methods used	10
4. Depth and relevance of the analysis in relation to objectives	9
5. Making use of literature/other resources, citing	8
6. The thesis is a well-organised logical whole	8
7. Linguistic and terminological level	9
8. Formal layout and requirements, extent	7
9. Originality, i.e. it is produced by the student	10
10. Practical/theoretical relevance/applicability	10
<b>Total score in points (max 100)</b>	<b>89</b>
<b>Final grading</b>	<b>Very good (2)</b>

**Overall evaluation and questions to be answered in the course of the defense:**

The thesis is highly practical-oriented and Klára tries to come out with ideas and proposals that the Team may find helpful. I appreciate especially the precisely compiled information about current forms of communication in Hilti and the context of implementing the platform as well as complexity of the practical part/research with the use both of primary and secondary sources and comparison of two age groups of respondents. There are some weak points in the conducted research, but Klára seems to be aware of this fact and works with the output in that way. On the other hand, I find the theoretical part too shallow. There should be better introduction especially in the most important part - internal communication + channels and tools that may be used for these purposes.

**QUESTIONS:**

- 1) What is the current status of implementation in the Czech Hilti subsidiary?
- 2) Have you already discussed your recommendations in Hilti? What was their feedback?
- 3) What SPECIFICALLY should be done in order to keep the platform up to date and contain all expected information? (pp. 48-49, apart from Recommendations)
- 4) If you had the possibility to do the research again, what would you do differently?

**Name of the Master's thesis opponent:**


Martina Fischerová

**Occupation of the Master's thesis opponent:**

Department of Managerial Psychology and Sociology, Faculty of Business Administration

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

September 6, 2017

  
Signature of the Master's thesis opponent