

Assessment of the Master Thesis – Academic Consultant/Supervisor



Study program: International Economic Relations

Field of Study: International Business – Central European Business Realities

Academic Year: 2017/2018

Master Thesis Topic: Appraisal of Transparency International in the Czech Republic

Author's Name: Bc. Lucie Kubrová

Ac. Consultant's Name: prof. Ing. Zuzana Dvořáková, CSc.

Opponent's Name: Ing. Marie Štěpánková

	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 diploma thesis identifies personnel/HR marketing in a non-profit international organization. The proportion between the theoretical and the practical parts is adequate and logical in the context of the topic. The author provides the in-depth description of the NGOs and marketing in general when using publication research. Her contribution represents the practical part which covers an analysis of personnel/HR marketing of Transparency International. Based on the findings, the author develops recommendations with the focus on the universities and the employer branding.

Questions:

1. How is personnel marketing of TI integrated into the HRM and which HR processes support this integration?
3. Which aspects of TI have the most influence on the development of its employer brand?

Conclusion: Master Thesis is recommended for the defense

Suggested Grade: Excellent

Prague, 5th September 2017

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