

### *Master's Thesis Evaluation by the Supervisor*

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

Employee Attraction: effect of employer brand image and selection process on attractiveness of potential employers

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

Karmela Yelemessova

**Goals of the Master's Thesis:**

The aim of this thesis is to investigate the effect of employer brand image and selection process on attractiveness of a selected potential employer for its target group representatives.

| EVALUATION OF THE MASTER'S THESIS                               |                        |
|---|------------------------|
| Criteria (each max 10 points)                                   | Points awarded         |
| 1. The goals of the thesis are evident and accomplished         | 9                      |
| 2. Demands on the acquisition of additional knowledge or skills | 8                      |
| 3. Adequacy and the way of the methods used                     | 9                      |
| 4. Depth and relevance of the analysis in relation to goals     | 8                      |
| 5. Making use of literature/other resources, citing             | 8                      |
| 6. The thesis is a well-organised logical whole                 | 9                      |
| 7. Linguistic and terminological level                          | 10                     |
| 8. Formal layout and requirements, extent                       | 9                      |
| 9. Originality, i.e. it is produced by the student              | 9                      |
| 10. Practical/theoretical relevance/applicability               | 8                      |
| <b>Total score in points (max 100)</b>                          | <b>87</b>              |
| <b>Final grading</b>  | <b>velmi dobře (2)</b> |

**Overall evaluation (cca 150 words):**

The thesis is logically organized and goals are clearly set. The author demonstrated a good command of the literature and understanding of the relevant theoretical framework, nevertheless she could use for the theoretical part a broader set of resources. The thesis is unique thanks to a chosen methodology which helped the author to research the way how a selected group of students perceive and approach a potential employer. The empirical part is thus based on analysis of two focus groups realized with CEMS students. I appreciate a detailed description of both focus groups and especially well done associations analysis of gathered data. The analysis is also well and clearly presented in the form of mind maps. I also evaluate positively that the author developed a model of the researched process. On the other hand the specificity and the scope of the sample could have been better explained and limitations of the research more discussed. I appreciate enthusiasm and effort the student put into the research and original approach. Questions for the defence of the thesis: Have you already presented your recommendations to the company? Do you think they are applicable for other employers as well or you see any risks/limitations of their application?

**The name of the supervisor:**

doc.PhDr. Daniela Pauknerova, Ph.D.

**The employer of the supervisor:**

University of Economics, Prague