

Master's Thesis Evaluation by the Opponent

Title of the Master's Thesis:

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

Author of the Master's Thesis:

Bc. Karmela Yelemessova

Goals of the Master's Thesis:

To investigate potential candidates' perception of an imaginary desirable employer to determine the impact of employer brand image and selection process on attractiveness of companies as potential job providers
To investigate employer brand perception that the predefined target group has of the leading FMCG company (P&G)
To analyze the end-to-end candidate journey of recruitment to propose employee attraction strategy for P&G HR

EVALUATION OF THE MASTERS' THESIS	
Criteria (each max 10 points)	Points awarded
1. The goals of the thesis are evident and accomplished	6
2. Demands on the knowledge	8
3. Adequacy and the way of the methods used	8
4. Depth and relevance of the analysis in relation to goals	6
5. Making use of literature/other resources, citing	5
6. The thesis is a well-organised logical whole	10
7. Linguistic and terminological level	9
8. Formal layout and formal requirements, extent	7
9. Originality, i.e. it is produced by the student	10
10. Practical/theoretical relevance/applicability	8
Total score in points (max 100)	77
Final grading	Very good (2)

Overall evaluation, additional questions or comments:

The provided thesis is interesting from several points of view. The thesis contains a good qualitative research that leads to a mapped candidate journey where the main processes and influencers of the way, which each candidate has to take to be hired, are explained. I also like the findings about P&G and what P&G should focus on.

On the other hand, in my opinion the thesis is limited due to having only 2 focus groups (9 people) in the research and being focused only on CEMS students. These are not the only potential candidates for P&G as P&G does hire the students and alumni from other master's programs as well. From this point of view, I do not see the goal of the thesis to be fully accomplished. I would also like to see a better theoretical part with more resources.

1. Can you reflect the profile of millennials to your research findings? How millennials will influence the recruitment process of the companies based on your research and findings?

2. From the top-line, how should the ideal company's recruitment model look like? What company would be the best example?

The name of the opponent:

Ing. et Ing. Lukáš Krupka, MIM, DiS.

The employer of the opponent:

Procter & Gamble

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

17 September 2017

Signature of the opponent