

Master's Thesis Evaluation by the Oponent

Title of the Master's Thesis:

L'Oréal as an employer of choice for the male target group

Author of the Master's Thesis:

Barbora Sádlová

Goals of the Master's Thesis:

To map how L'Oréal is perceived as an employer by the male students and fresh graduates and find out the way how can L'Oréal attract more the male target group of students and fresh graduates.

Evaluation:

	Criteria	Description	Max. points	Points
Content 70%	Output Quality	Results are well presented, discussed - substantiated, relevant and original (i.e. novelty produced by the author). They are of high practical/theoretical relevance.	20	15
	Goals	The goals of the thesis are evident and accomplished.	10	7
	Methodology:	Methods are adequate and used correctly in relation to pre-set goals.	20	15
	Theory/ Conceptualization:	Demonstration of an in-depth understanding of the topic area (state-of-the-art) including key concepts, terminology, theories, definitions, etc. based on a literature survey. Literature review.	20	16
Formal requirements 15%	Structure:	The thesis is a consistent, well-organised logical whole.	3	2
	Terminology:	Linguistic and terminological level.	4	3
	Formalities:	Formal layout and requirements, extent, abstract.	4	1
	Citing:	Quality of citations and reflection of Ephorus results.	4	3
Delivery 15 %	Presentation document:	Is the presentation itself structured in a clear way? Is it appealing and easy to follow? Does it convey the message efficiently?	5	
	Presentation skills:	Are you conveying the message efficiently and timely? Do you use appropriate words, speed, tone of voice, gestures, movement etc. to express your thoughts in a clear manner?	5	

	Argumentation:	Are you able to readily and briskly react to questions or comments? Are you able to explain unclear parts and connect comments to relevant places in your presentation or parts of particular analyses? How well are you able to defend to your ideas and recommendations?	5	
			100	0

Other comments:

Specificity of the “male” target group is missing in theory, statistics, as well as University of economics students. Better description of the data collection process and results discussion is missing too. Some formal imperfections fundamentally decrease total impression, e.g. titles at the very end of the page, missing no.1 (top p.33), form of references to sources within the text, but mainly in the final list of sources, grammatical mistakes, size of pictures (p.23)...

Questions or comments to be discussed during the thesis defence:

- 1) Describe better the focus groups, not in the theory, but the way it was (activity of participants, issues for mediator, records and its evaluation etc.). Discuss better the potential impact of these circumstances/factors on the final results.
- 2) Could you explicitly link some of the final recommendations to some theories or concepts?

The name of the **Oponent**:

Mgr. Tereza Králová, Ph.D.

The employer of the **Oponent**:

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Date 28. 5. 2018

Signature of the **Oponent**:
