

Master's Thesis Evaluation by the Supervisor

Title of the Master's Thesis:

Barriers of Attracting Male Top Talents for L'Oréal: Qualitative Study

Author of the Master's Thesis:

Sarah Schwind

Goals of the Master's Thesis:

The aim of the thesis is to expose the existing barriers for attracting more male candidates to apply for L'Oréal to ensure an increase in potential top talents.

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	20
	Goals	The goals of the thesis are evident and accomplished.	10	10
	Methodology:	Methods are adequate and used correctly in relation to pre-set goals.	20	20
	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	19
Formal requirements 15%	Structure:	The thesis is a consistent, well-organised logical whole.	3	2
	Terminology:	Linguistic and terminological level.	4	4
	Formalities:	Formal layout and requirements, extent, abstract.	4	4
	Citing:	Quality of citations and reflection of Ephorus results.	4	4
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:

The goal of the Master Thesis is realistic and beneficial. The analysis of the present knowledge fully relates to the stated goal. However, a more transparent logical link between chapters can be recommended. The author works with up-to-date resources and focuses well on the topic. To achieve the stated goal, the author chose a qualitative research, which she worked professionally. The work of the author with the technique of collecting qualitative data, as well as the analysis of qualitative data and the interpretation of research findings is at a very good professional level. Conclusions and recommendations are practically usable. Overall, this is a very well developed Master Thesis.

Questions or comments to be discussed during the thesis defence:

One of the obstacles lies in communication that does not fulfil millennials high standards. What form of communication would be effective in the author's opinion and why?

The name of the Supervisor:

Eva Kasparova

The employer of the Supervisor:

University of Economics in Prague

Date 24. 5. 2018

Signature of the Supervisor:
