Master´s Thesis Evaluation by the Oponent

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:

To help to analyse the situation of Loreal employer brand among men population with goal to find the key recommendations to Loreal how to develop an employer branding communication devoted to this men target group, especially Millenialls.

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	17
	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	20
Formal requirements 15%	Structure:	The thesis is a consistent, well-organised logical whole.	3	3
	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:

I very appreciate the systematic approach of Sarah Schwind with very solid base of theory overview, that is offering very nice introduction and understanding of employer brand as a topic in general with connection of attraction attributes of your generation, Millenials. I personally find the structure of qualitative research and the list of asked questions very concrete and usefull, so I can confirm that the finding and outcomes of this study will very nicely support the strategy of employer branding department with very clear recommendations for actions and content creation.

Questions or comments to be discussed during the thesis defence:

If you would be in charge of new employer branding campaign, how would you define the content to cover Loreal as an Employer of Enterpreneur/Innovator?

How would you internally communicate the men targeted campaign in way not to touch the importance of women?

The name of the Supervisor:

Romana Martincová

The employer of the Supervisor:

L'Oréal

Date 27. 5. 2018

Signature of the **Supervisor**: