

Posudek vedoucího diplomové práce

Studijní program: **Ekonomika a management**

Studijní obor: **Podniková ekonomika a management**

Akademický rok: **2017/2018**

Název práce: **České kulturní standardy z ruské perspektivy v pracovním a studijním prostředí**

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Vedoucí práce: **doc. Ing. Zuzana Křečková Kroupová, M.A., Ph.D.**

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	Hlediska	Stupeň hodnocení
1.	Stupeň splnění cíle práce	2
2.	Logická stavba práce	1
3.	Práce s literaturou, citace	2
4.	Adekvátnost použitých metod	1
5.	Hloubka analýzy ve vztahu k tématu	2
6.	Vlastní přístup k řešení	2
7.	Formální úprava práce	2
8.	Jazyková a stylistická úprava práce	1

Konkrétní připomínky a dotazy k práci:

Thesis topic Czech cultural standards from Russian perspective in work and study environment is very relevant due to high numbers of Russians studying and working in the Czech Republic.

The work is based on solid theoretical base, including citations of relevant authors. There are two shortcomings: there is missing one key theoretical source "KŘEČKOVÁ KROUPOVÁ, Z. Cultural Specifics of Management in Multinational Companies. Dissertation thesis. 2009". And the Figure 2 is an Onion model of G.Hofstede, not an Iceberg model of E.T.Hall.

The research combines primary and secondary data analysis. The primary research is based on sufficient and relevant sample of respondents for each researched segment. The research outcomes introduce cultural standards for both study and work environment. Names of standards could have been more precise specifying their content, e.g. instead of "Bureaucracy and formal rules" using "Less bureaucracy and easy to understand formal rules" or instead of using "Structure of classes and exams" using "Practically oriented education".

The comparison of the research outcomes and theoretical background could have been deeper and more precise.

The work offers practical use for Russians arriving to study or work with Czechs, as well as, for Czech who wish to understand specificities of cooperation with Russians.

Questions:

1) Based on your defined cultural standards, where do you see the most critical area for potential conflicts in the study environment? And where in the work environment?

2) Based on your outcomes from the study environment, how would you evaluate the situation at VSE for students from Russia. Which standards and policies would you suggest to be preserved? And which would you suggest to be changed and how?

Závěr: Diplomovou práci doporučuji k obhajobě.

Navrhovaná výsledná klasifikace práce: **2**

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vedoucí práce