

Master's Thesis Evaluation by the Supervisor

Title of the Master's Thesis:

CSR in rural areas. The case of SMEs in Central Bohemian Region

Author of the Master's Thesis:

Bc. Šárka Nováková

Goals of the Master's Thesis:

Analysis of corporate social responsibility with special regard to small and medium enterprises in Central Bohemia.

Evaluation:

	Criteria	Description	Max. points	Points
Content 70%	Output Quality	The results of the thesis are well structured, explained and justified. Practically usable conclusions can become a basis for the creation of innovative measures in the area of both SMEs and the development of rural areas in the Czech Republic. The results put together both areas; the area of SMEs development in line with area of the regional development. The presented conclusions is very valuable especially in the situation when this connection of both mentioned areas in the Czech Republic is not quite sufficient.	20	20
	Goals	Thesis has a clear and unambiguous goal. The aim of the thesis is realistic and achievable. The stated goal has been fulfilled.	10	10
	Methodology:	The author carried out a very thorough literature review and the document analysis, which are a suitable basis for her field research activities carried out through qualitative research. The methodology chosen is relevant to the stated goal. However, the justification and description of chosen type of research should be clearer and more specific. Terminology should be used uniformly. (In the title of the chapter there are interviews, other times a semi-structured interview is written.) It is not entirely transparent whether the same types of interviews were conducted with all respondents from all the monitored groups.	20	18
	Theory/ Conceptualization:	The author demonstrates sufficient ability to work with existing knowledge. She is well versed in the topic. She appropriately uses professional terminology and uses the current Czech and foreign materials available for the topic.	20	20
Formal requirements	Structure:	The overall thesis has a logical structure and a clear division of all parts. The author primarily pursues the set goal in all chapters and is directed towards its fulfilment.	3	3
	Terminology:	Linguistic and terminological level of the thesis are sufficient.	4	4

	Formalities:	Formal layout and requirements, extent, abstract are appropriate.	4	4
	Citing:	Quality of citations and reflection of Ephorus results corresponds to the requirements of the master thesis.	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:

Without further comments.

Questions or comments to be discussed during the thesis defence:

The author states that a lot of companies understand CSR only as a tool to boost their PR, to improve their image among possible customers, and other stakeholders like potential employees. According to the author, what could contribute to a more responsible approach of SMEs to CSR and to a greater interest in the development of rural areas in the Czech Republic?

The name of the Supervisor:

PhDr. Eva Kašparova, Ph.D.

The employer of the Supervisor:

University of Economics, Prague

Date 28. 5. 2019

Signature of the Supervisor:
