

Assessment of Master Thesis – Academic Consultant



Study programme: **International Economic Relations**

Field of study: **International Business – Central European Business Realities**

Academic year: **2019/2020**

Master Thesis Topic: **The use of Social Media in B2B it Companies: A Guideline for Internal Employees as Social Media Micro-Influencers**

Author's name: **Sara Monnecchi**

Ac. Consultant's Name: **doc. Ing. Ludmila Štěrbová, CSc.**

Opponent: **prof. Dr. Ing. Walter Moriel**

	Criterion	Mark (1–4)
1.	Overall objective achievement	2
2.	Logical structure	2
3.	Using of literature, citations	2
4.	Adequacy of methods used	3
5.	Depth of analysis	3
6.	Self-reliance of author	2
7.	Formal requirements: text, graphs, tables	2
8.	Language and stylistics	2

Comments and Questions:

The topic of the thesis is of great relevance for B2B firms, but the executions suffers partly from too little focus on the core topic. It lacks clarity and precision in crafting out the core element of micro influencing, and employees as influencers, the challenges and contradicting interests, and the management perspective of offering incentives to motivate and at the same maintain control of the external activities

Conclusion: The Master Thesis is recommended for the defence.

Suggested Grade: **2**

Date: 14/10/2019

doc. Ing. Ludmila Štěrbová, CSc.
Academic Consultant