



INTERNATIONAL BUSINESS & MANAGEMENT - 2018

**evaluation of the master's thesis.**

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## EVALUATION OF THE MASTER'S THESIS

Master's thesis title:	The use of Social Media in B2B it Companies: A Guideline for Internal Employees as Social Media Micro-Influencers		
Examinee:	Sara Monnecchi	Student ID number:	1810622002
Supervisor:	FH-Prof. Ing. Dr. Walter Moriel	Overall Grade:	

### SCORES – OVERALL GRADING SCALE:

100 – 90	excellent (1)
89 – 80	good (2)
79 – 70	satisfactory (3)
69 – 60	sufficient (4)
59 – 0	unsatisfactory (5)

City, Date: Innsbruck, 2019.10.11

Signature: .....  
FH-Prof. Ing. Dr. Walter Moriel

EVALUATION CRITERIA	COMMENTS	MAX. %	REACHED %
Conception and Definition of Topic			
<ul style="list-style-type: none"> <li>▪ The topic chosen is relevant, up-to-date and contributes to the current state of research</li> <li>▪ Topic is clearly defined and delimited from other subject areas; the purpose of the thesis is clear</li> <li>▪ The problem statement is formulated precisely and deduced from theory and practice</li> <li>▪ The aims of the thesis are clearly defined; significant and challenging claim</li> <li>▪ Research question(s) is narrowed down with a clear focus; link to problem definition is clearly comprehensible</li> </ul>	<p>The topic selected is of increasing relevance for B2B companies. Problem statement is rather superficial, not very much elaborated. Objectives and research question are could be described and explained more in detail</p>	15	11
Theoretical Approach			
<ul style="list-style-type: none"> <li>▪ A relevant theoretical framework is demonstrated; the current state of research in the respective research area is presented (theoretical background, empirical studies etc.)</li> <li>▪ An appropriate number of sources has been used to present the theoretical background; the sources meet the quality criteria for scientific references</li> <li>▪ Clear link between the theoretical discourse presented and the underlying research question</li> <li>▪ Argumentation is given in a structured and logical way; meaningful connections between and among ideas are made</li> <li>▪ Analysis/synthesis/evaluation/interpretation of theoretical input is effective and consistent</li> <li>▪ Independent thinking is evident; content of literature sources is not only summed up</li> </ul>	<p>Literature review starts with an unnecessary description of literature search. Covers broad range of topics relevant for the thesis, but sometimes on a rather general level. Core concept of micro influencers is described rather unclear. In some parts the wording is not intelligible. Touch points and the topic of guidelines as tool for directing employees are both missing.</p>	15	10

Method/Approach			
<ul style="list-style-type: none"> <li>The chosen method(s) is/are adequate for answering the underlying research question</li> <li>The chosen method(s) (with reference to data collection and analysis) is/are correctly applied</li> <li>Documentation of the method(s) applied is profound and transparent</li> </ul>	<p>Selected qualitative method is suitable, selection of interview partners, interview guideline, execution of interviews and data analysis procedure are exhaustively described.</p> <p>Documentation of the data analysis process is missing.</p>	20	<b>15</b>
Results			
<ul style="list-style-type: none"> <li>The results are completely, accurately and appropriately displayed</li> <li>The analysis is objective / respectively intersubjective and transparent</li> <li>The argumentation is consistent and of high quality</li> </ul>	<p>General structure for each topic: 1-2 paragraphs with question and literature reference followed by 3-5 direct quotations, often very little interpretation.</p> <p>Most of the results describe general social media usage on firm level. The most relevant parts for the reserach objectives are:</p> <p>4.2.4.) Micro influencers – which states that employees repost company posts to their network, but goes not beyond that.</p> <p>4.2.5.) “Company guideline” touches the core of the thesis but could be much deeper / richer - it suffers from missing questions about conflicts, problems, challenges coming out from employee posts, or companies trying to influence employees social media behavior.</p>	20	<b>14</b>
Discussion			
<ul style="list-style-type: none"> <li>The results are discussed and interpreted with reference to the problem statement and the fulfillment of the aims (including the leading research question(s))</li> <li>The results are compared with the theory previously presented</li> <li>The method/approach is critically reflected (limitations)</li> <li>Implications for theory and practice are carefully considered and presented (future research and managerial implications)</li> </ul>	<p>States the importance of micro influencers and the need for a guideline. CH. 5.1. goes beyond the objectives of the thesis, but neglects the core topic micro influencer</p> <p>5.2 overlaps partly with 5.1. The long list of suggestions to encourage employees use of social media seems not to be a logical outcome of the previous parts, although the suggestions are useful. Table 5 is identical with the list on the previous page.</p>	20	<b>16</b>

Formal Aspects			
<ul style="list-style-type: none"> <li>Overall layout is appropriate (type face, lists, tables, figures etc.)</li> <li>The overall structure of the thesis is clear and appropriate; meaningful paragraphing; good use of connectives; complete directories/appendices</li> <li>Correct application of APA and MCI standards throughout thesis (text, figures, tables)</li> <li>Reference list and additional relevant lists are complete and formulated according to APA standards</li> <li>Vocabulary/Grammar: Wide range of vocabulary; accurate form and usage, hardly any errors of agreement, spelling mistakes; clear meaning; accurate use of grammar and structure</li> </ul>	<p>Wording / formulation in many parts difficult to understand Structure of chapter one not very good, a distinct sub chapter describing method and structure is missing.</p> <p>Pages 8, 10, 11: the direct quotations should be replaced by paraphrased descriptions.</p>	10	7
OVERALL ASSESSMENT		100	73

## CONCLUDING EVALUATION

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.