

Master's Thesis Evaluation by the Supervisor

Title of the Master's Thesis:

Internal communication on Social Networks in international companies: Focus on community learning & development

Author of the Master's Thesis:

Zuzana Petrovkova

Goals of the Master's Thesis:

The objective of the thesis is to offer applicable recommendations for the Hilti's global L&D department on practices proven to be successful in creating organic and engaged employee behaviour across the mentioned areas. Firstly, the thesis defines key corporate knowledge sharing and communication channels, as well as current known practices. Secondly, the thesis presents the data collected in qualitative study among 12 international companies across industries, focusing on their experience with building and management of channels and platforms enabling effective communication. Collected learnings aim to present deeper user-centric understanding of platforms designed for sharing and retention of internal knowledge as well as employee development.

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	14
	Goals	The goals of the thesis are evident and accomplished.	10	8
	Methodology:	Methods are adequate and used correctly in relation to pre-set goals.	20	18
	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	17
Formal requirements 15%	Structure:	The thesis is a consistent, well-organised logical whole.	3	2
	Terminology:	Linguistic and terminological level.	4	3
	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:

The master's thesis gives an overview of the communication channels used by 12 international companies. The qualitative research helped to recommend the most effective communication channels for Hilti. The thesis brings a practical approach and can be used by Hilti for improvement in its communication and learning technics. The author described in the methodological part the main terminology and theories in the researched area. The theory supports the final recommendation for Hilti and gives an overall view on the topics. The qualitative approach enabled a more in-depth understanding of the approach to communication channels in different companies. The results are well analysed and clearly arranged. The recommendation for Hilti are clear and practical.

The structure of the thesis is not clearly linked, especially in the theoretical part. The conclusion is missing.

Questions or comments to be discussed during the thesis defence:

The author suggested implementing an aspect of "learning on the job" in training. How could be this aspect added to the formal training?

The name of the Supervisor:

Ing. Katerina Legnerova, Ph.D., MBA

The employer of the Supervisor:

University of Economics in Prague

Date 14. 1. 2020

Signature of the Supervisor:
