Master´s Thesis Evaluation by the Opponent

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:

Provide recommendations to Global L&D department of Hilti regarding practices creating organic and engaged employee behaviour on Social Networks with focus on internal communication, knowledge sharing and learning & 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	18
	Goals	The goals of the thesis are evident and accomplished.	10	9
	Methodology:	Methods are adequate and used correctly in relation to pre-set goals.	20	20
	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	3
	Terminology:	Linguistic and terminological level.	4	4
	Formalities:	Formal layout and requirements, extent, abstract.	4	4
	Citing:	Quality of citations and reflection of Ephorus results.	4	3
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 topic of the thesis is Internal communication on Social Networks in international companies: Focus on community learning & development. The goals reflect the chosen topic and they are achievable using the selected methodology.

The thesis covers the selected topic and goals well. Some chapters could have been better structured. Nevertheless, the flow of the text is logical and systematical. Some bibliographic references should have been integrated into the text better and more organically and some literature sources should have been more current. I would appreciate more detailed and in-depth chapter on internal social networks - benefits, best practices, some case studies, examples etc.

As a data collection tool the author has chosen qualitative study among 12 international companies across different infustries. Selected methodology is appropriate and quite comprehensive and provides necessary data for the presented recommendations. The final recommendations should have been more detailed. I would appreciate details on time plan, necessary steps of implementation and finances.

Questions or comments to be discussed during the thesis defence:

How to ensure ethical and moral communication on internal social networks? How this can differ among different cultures and countries? How it should be taken into account when building social networks in an international company?

How to establish best practices when it comes to experiences sharing? Are there any differences between introverted and extroverted employees?

It is stated in the recommendations that the management should lead by example. How? What are the particular recommendations to the management team? And how the management team should be trained and briefed?

The name of the Opponent:

Ing. Břetislav Stromko, MBA

The employer of the Opponent:

Dáme jídlo; College of Economics and Management

Date 25. 12. 2019

Signature of the Supervisor: