



Department:	112 - Management
Author:	Bc. Zuzana Barvínková
Title:	Corporate social responsibility in construction industry
Supervisor:	Ing. Sylvie Formánková, Ph.D.

Part I – Basic requirements for master thesis

Instructions:

- The first part of the review concentrates on critical parts of master thesis that are required to recommend the thesis to be defended. These aspects could be evaluated only by answers yes-no.
- If at least one aspect is evaluated in the negative way, the thesis may not be recommended for defense. The reasons for the negative decisions should be specified and the second part of the review does not have to be completed.

1. Does the thesis contain objective defined correctly and does the objective correspond to the common requirements for the master thesis?	YES
2. Is the review of literature including the citations and references elaborated correctly from the methodological and formal point of view?	YES
3. Does the thesis include precise description of used methods and are these methods suitable for defined objective?	YES
4. Does the thesis covers the clear conclusions, reasoned recommendations, justified suggestions, etc. that bring new knowledge or information?	YES

Reasons for negative answers, specification of missing or unsatisfactory parts:

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Part II – Quality of master thesis

Instructions:

- The second part of the review regards with quality evaluation of selected aspect of the thesis. The thesis could obtain 0-60 points in total. Zero points correspond to thesis meeting only the minimal requirements, while thesis evaluated by 60 points is excellent and inventive in all evaluated aspects.
- The evaluation scale has five levels:
 - accomplished, at the level of minimum of requirements given in part I (0 points)
 - accomplished with significant but not critical imperfections (2 points)
 - accomplished, the imperfections do not influence the merit of the thesis and mainly the results (5 points)
 - accomplished fully without any reservations and in the exhausting way (8 points)
 - excellent, extraordinary, originative and completely correct accomplishment (10 points)
- Points assigned in evaluation of individual aspect have to be briefly justified; the extraordinary solutions have to be considered.

5. Contribution, originality, demandingness of the thesis	Points: 8
(frequency of the issue, non-existence of conventional solution, unavailability of solution for researched conditions, expected and real contribution of the thesis, extent of the specific knowledge needed to meet the objective, ...)	
<p>The CSR topic is up-to-date. Usually, the situation is observed from different states point of view, but in general. Here the author uses primary data from selected countries narrowly focused on construction industry. This is very specific and there are not so many researches, papers, theses written on this specific topic.</p>	

6. Quality of the review of the literature	Points: 5
(extent of surveyed literature and its up-to-dateness and representativeness, use of foreign and cardinal sources, suitability of survey for own research,, discussion of alternative approaches, analysis of citations and references, synthesis of theoretical knowledge for own research,...)	
The author uses many sources in English and Czech language. The literature is up-to-date and it contains the cardinal sources as well. The author explained the basic characteristics, discusses different approaches and supports the statements by several researches.	
7. Methodology and its application	Points: 5
(discussion of suitability of chosen method, comparison of alternative attitudes, possibility to verify the results, correctness of application of methods, suitability of data samples used, preventing errors and shortages of applied methods, comparison of results, variations reasoning, ...)	
The author uses both quantitative and qualitative research. She analyses the industry using the Porter´s diamond. This analyses could be more detailed with concrete numbers and data. The representativeness of the results from the quantitative and qualitative research is satisfactory for the diploma thesis purpose. She compares the results with other researches mentioned in the literature review.	
8. Own research	Points: 5
(depth and complexity of performed analysis, extent of use of knowledge from literature review, proving facts, suitability of samples and sources used, treatment of data errors, level of meeting the thesis objective, hypotheses answering, ...)	
First of all the author describes the current situation in the construction industry to have a general overview and background to the future steps. She analyses the industry by Porter´s diamond. This analysis serves in this case just to help to imagine the current situation and to be able to have a picture about the whole industry and the need of CSR implementation. In demand conditions the author could add some real data, numbers that will support the statement. Other factors in the Porter´s diamond could be also more deeply analysed but for the purpose of this thesis (just to get a general overview) it is satisfactory. The results of the questionnaire are correctly interpreted. There are some imperfections but they don´t influence the conclusions significantly.	
9. Conclusions and recommendations	Points: 2
(correctness of conclusions, explicit formulations, adequacy of suggestions, generalizing conclusions, applicability of recommendations, ...)	
The conclusions - recommendations - are in many cases very general. The author suggests some ideas, but just some of them are more deeply elaborated. A few of them are calculated with some economical impact on the company. This part of the thesis could be more precise. On the other hand most of the suggestions are very useful and the contribution of these solutions is confirmed by several results of researches.	
10. Logical framework, formal requirements	Points: 5
(correct structure, logical coherence of text, correctness of terminology, explicitness and clarity of graphics, accurateness of language, ...)	
The language level is very good. The author uses correct terminology. The structure of the thesis is logical and according to the requirements.	

Part III – Summary and final evaluation

Instructions:

1. After summarizing the points the reviewer marks with a cross the appropriate final evaluation according to corresponding interval of points.
2. The clear final decision has to be stated in the conclusion. The thesis can be recommended to be defended only in the case, when there is no negative evaluation in the part I of this review.
3. In the following part the reviewer has the opportunity to give his/her opinion to thesis as a whole and give further suggestions and comments.

Total points: 30 points

Final evaluation:

	0–12 points	accomplished at the level of minimum of requirements given in part I
	13–24 points	accomplished with significant but not critical imperfections
X	25–36 points	accomplished, the imperfections do not influence the merit of the thesis and mainly the results
	37–48 points	accomplished fully without any reservations and in the exhausting way
	49–60 points	excellent, extraordinary, originative and completely correct accomplishment

Final decision: **I RECOMMEND** thesis to be defended.

Further comments and suggestions the author should discuss within the defense of the thesis:

Which areas of CSR are according to your opinion the most important for the construction industry and why?
How would the CSR strategy differ in SMEs and large companies?

Date: 31.5.2014

Name and signature of the supervisor: Ing. Sylvie Formánková, Ph.D.

Date:

Name and signature of the head of the department: