

OPPONENT'S OPINION OF BACHELOR THESIS

Study programme: Regional development

Department: Department of Social Development

Author of thesis: Iva Bittnerová

Name of thesis: Work motivation of employees in MLM companies

Supervisor of thesis: Ing. Mgr. Jiří Čeněk

TYPE OF DIPLOMA WORK: applied

ASSESSMENT OF THESIS: (always add verbal comments)

1. COMPLIANCE WITH REQUIRED ASSIGNMENT:

The bachelor thesis does not meet all the requirements expected from this type of work.

2. WORK WITH ACADEMIC LITERATURE:

The author uses high number of sources (51), however, there are several mistakes in citations (p. 9, 11, 12, 52 etc.). There are errors or misinterpretations of some outlined theories (eg. in chapter on motivation). In addition to that, I do not understand why the author describes Maslow's pyramid twice (p. 24, 25).

3. CONTENT LEVEL OF WORK:

My main objective is to the empirical part of the thesis. I do not understand used methodology. I miss goal of the research mentioned in the practical part and description of the used technique (LMI questionnaire). As far as the research sample is concerned, the author states 3 different numbers of respondents: 200 (p. 36), 50-100 (p.38) when true number of respondents from both compared companies was probably 27 (!)? It is very difficult to deduct anything from analyzing data of this size quantitatively. It would have been very beneficial if the author got more acquainted with the methodology of her research, and could approach a topic, that is very interesting and actual, in a more academic way.

4. FORMAL LAYOUT:

There is a number of formal mistakes in the whole thesis, such as missing summary in Czech, concurrently the English abstract is followed by the English annotation (p. 6), summary of objectives (instead of goals and methodology) is included in the theoretical part (ch. 2.1). Tables and figures are in Czech (p. 33, 34, 35). Besides number of spelling and grammar mistakes in the text, my last objection is against the informal language discourse used in the thesis.

SPECIFIC REMARKS AND COMMENTS ABOUT THE THESIS:

Based on the above mentioned comments I would strongly recommend the author to revise her thesis. I have one question for the author:

What do you think that would be a good number of respondents in order to conduct a quantitative study and address our hypothesis?

DEFENSE OF THESIS: not recommended

FINAL CLASSIFICATION PROPOSAL: F

Date:10.6.2015

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Signature of opponent