



## Bachelor Thesis evaluation

Programme of study: **Regional Development**

Field of study: **Socioeconomic and Environmental Development of Regions**

Academic year: **2018/2019**

Thesis title: **Gender diversity management in international companies in Brno**

Thesis author: **Adelaida Yurkovetska**

Thesis supervisor: **Ing. Mgr. Jiří Čeněk, Ph.D.**

Thesis reader: **PhDr. Jiří Nesiba, Ph.D.**

	Criteria	Grading
1.	Level of accomplishment of the thesis objectives	<b>D</b>
2.	Professional level of the thesis	<b>C</b>
3.	Level of work with professional literature	<b>C</b>
4.	Suitability and relevance of the methodology	<b>D</b>
5.	Relevance of the recommendations and conclusions	<b>C</b>
6.	Formal requisites	<b>C</b>

### Specific comments and questions regarding the thesis:

At the beginning of her work, the author presents the topic of diversity management, than it comes over to practical part, which is made by her research. On page 29 author states her research question about diversity management. The author conducted an empirical survey of 5 anonymised companies operating their branches in Brno. 135 respondents answered the empirical research. The author presents these specific questionnaire questions, this followed by the explains and graphically represents. But there is no deeper interpretation and monitoring of any correlation or analysed results of fact. E. g. the meaning of question 13 is not logically set in text ( is explained by examples of certain social programs in companies , btw. in addition by non-anonymised quotations of anonymised companies.

Formally, there is confusion, e.g. Table 2 (p. 31) does not fit the percentage and frequency of gender structure. However, the work has its quality and I suggest for a board with mark C.

What is the difference between intercultural management, gender management, diversity management or multicultural management? What scientific social or psychological methods do these sciences have?

What would the author propose based on her research to the company in terms of diversity management, which goes to establish a branch in Brno this year?

**Conclusion:** Bachelor thesis **is recommended for defence.**

Proposed final evaluation of the thesis: **C**

Date: 06/02/2019

**PhDr. Jiří Nesiba, Ph.D.**

Thesis reader