

## 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>C</b>
2.	Professional level of the thesis	<b>D</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>D</b>
6.	Formal requisites	<b>C</b>

**Detected similarity of the submitted thesis: 1 %**

**Supervisor's comment on the detected similarity of the submitted thesis:**

The thesis is original.

**Specific comments and questions regarding the thesis:**

Remarks to the formal layout, references and language:

- The pages in the thesis are numbered starting from the title page, which is incorrect. The pages should be numbered from the Introduction, which is now page 7.
- There are mistakes in the References: a) Not all references are properly ordered (e.g. Rašticová, 2012 is on the first page), b) Several references (e.g. Atkinson, 1984; Bel Hadjasalah, 2015; atc.) are in the list multiple times, c) there are incomplete references in the list (e.g. Cox, 1991), d) there are other inconsistencies in references (see P.C. Shipper)
- The language of the thesis could be improved. There are multiple grammatical and stylistic mistakes throughout the text. I recommended the author to pay for the services of a native speaker to improve the quality of the language.

Remarks to the content, methods, data analysis and discussion:

- The theoretical part is done quite well and it covers areas relevant to the thesis topic.
- One grave problem that I see in the empirical part is the quality of the questionnaire used for the research among the employees of international companies in Brno: a) Q2: Age should be categorized after the data collection in the data analysis. By categorizing it a priori in the questionnaire the author lost information. Similarly Q5, b) Some of the questions in the questionnaire – namely Q10-12 would be easier to investigate by asking for the data in HR department of investigated companies, c) only several questions are focused on actual gender diversity in international companies (Q7-13)
- I am pretty positive that the student did not consult the method with me. This problem with unsuitable instrument subsequently negatively influences the other parts of the thesis such as results, conclusions, recommendations.

- The Conclusion and Recommendations are quite short and vague as a result of unsuitable methods.

Questions:

1) I would like to ask, how did the author create the questionnaire? Did she get inspired by any similar researches? Did she consult it with specialists from the company (HR)?

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

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

Date: 05/17/2019

**Ing. Mgr. Jiří Čeněk, Ph.D.**

Thesis supervisor