

I. IDENTIFICATION DATA

Thesis title:	The Impact of Corporate Social Responsibility on Employee Engagement: A Study in a Selected Company in Mexico
Author's name:	Camila Flores San Martin
Type of thesis :	master
Faculty/Institute:	Masaryk Institute of Advanced Studies (MIAS)
Department:	Institute of Management Studies
Thesis reviewer:	Ing. Martin Šikýř, Ph.D.
Reviewer's department:	Institute of Management Studies

II. EVALUATION OF INDIVIDUAL CRITERIA

Assignment	challenging
<i>How demanding was the assigned project?</i>	
The assignment associated with the analysis of the perception of employees towards the CSR concept in a selected company and the assessment of the impacts of the CSR concept on employee engagement can be considered challenging.	

Fulfillment of assignment	fulfilled
<i>How well does the thesis fulfill the assigned task? Have the primary goals been achieved? Which assigned tasks have been incompletely covered, and which parts of the thesis are overextended? Justify your answer.</i>	
The goal of the master's thesis can be considered fulfilled. The student theoretically defined the concepts of Corporate Social Responsibility and employee engagement including the link between these concepts, introduced the selected company, described the methodology used, presented the results of a questionnaire survey among the company's employees, evaluated the set hypotheses, discussed the main findings and provided recommendations related to the CSR concept and employee engagement.	

Methodology	correct
<i>Comment on the correctness of the approach and/or the solution methods.</i>	
The methodology based on scientific publications, internal materials, questionnaire survey, and statistical verification of hypotheses can be considered as correct. These sources and methods are adequate and were used appropriately.	

Technical level	A - excellent.
<i>Is the thesis technically sound? How well did the student employ expertise in the field of his/her field of study? Does the student explain clearly what he/she has done?</i>	
The overall concept of the master's thesis meets the requirements. The findings are defined and discussed clearly and explicitly. The recommendations are specific and practically oriented.	

Formal and language level, the scope of the thesis	A - excellent.
<i>Are formalisms and notations used properly? Is the thesis organized in a logical way? Is the thesis sufficiently extensive? Is the thesis well-presented? Is the language clear and understandable? Is the English satisfactory?</i>	
The formal and language level meet the requirements.	

Selection of sources, citation correctness	B - very good.
<i>Does the thesis make adequate reference to earlier work on the topic? Was the selection of sources adequate? Is the student's original work clearly distinguished from earlier work in the field? Do the bibliographic citations meet the standards?</i>	
The student used relevant information sources including scientific books and journals. The formal processing of the list of references could be better.	

Additional commentary and evaluation (optional)

Comment on the overall quality of the thesis, its novelty and its impact on the field, its strengths, and weaknesses, the utility of the solution that is presented, the theoretical/formal level, the student's skillfulness, etc.

Please insert your comments here.

III. OVERALL EVALUATION, QUESTIONS FOR THE PRESENTATION AND DEFENSE OF THE THESIS, SUGGESTED GRADE

Summarize your opinion on the thesis and explain your final grading. Pose questions that should be answered during the presentation and defense of the student's work.

The student analyzed the employees' perception of the CSR concept in a selected company to assess the impacts of the CSR concept on employee engagement. The goal was defined clearly and explicitly and it can be considered as met. The master's thesis meets technical, formal, and language requirements.

The grade that I award for the thesis is **A - excellent**.

Questions for discussion:

- How do you see the selected company as an employer and its ability to attract and retain motivated and engaged employees? What factors are key to keeping employees motivated and engaged?

Date: **6.6.2023**

Signature: