

## I. IDENTIFICATION DATA

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

## II. EVALUATION OF INDIVIDUAL CRITERIA

<b>Assignment</b> <i>How demanding was the assigned project?</i>	<b>challenging</b>
The student chose a current topic – the impact of Corporate Social Responsibility on Employee Engagement in a selected company in Mexico, which I consider challenging.	

<b>Fulfilment of assignment</b> <i>How well does the thesis fulfil 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>	<b>fulfilled</b>
The student fulfilled the assignment and objectives of the thesis without reservation.	

<b>Activity and independence when creating final thesis</b> <i>Assess whether the student had a positive approach, whether the time limits were met, whether the conception was regularly consulted and whether the student was well prepared for the consultations. Assess the student's ability to work independently.</i>	<b>B - very good.</b>
The student has taken an active approach in writing the thesis, which I appreciate. She regularly consulted with the thesis supervisor on individual points.	

<b>Technical level</b> <i>Is the thesis technically sound? How well did the student employ expertise in his/her field of study? Does the student explain clearly what he/she has done?</i>	<b>A - excellent.</b>
The professional level of the thesis is high. The student explains clearly the steps she has taken in order to meet the goals of the thesis. She sets out three hypotheses that she was able to prove or disprove through her research.	

<b>Formal level and language level, scope of thesis</b> <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>	<b>A - excellent.</b>
The thesis is at a very good level both formally and linguistically. The length of the thesis (93 pages) exceeds the required number of pages for this type of thesis.	

<b>Selection of sources, citation correctness</b> <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>	<b>A - excellent.</b>
The student used a wide range of English language literature to present the topic of Corporate Social Responsibility and Employee Engagement. Citations are given correctly. The thesis was checked for plagiarism in the Theses.cz database.	

<b>Additional commentary and evaluation (optional)</b>
--

*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.*

The theoretical part of the thesis first defines and introduces Corporate Social Responsibility, its principles and dimensions and also some specifications of CSR in Mexico. Next, the author analyzes the concept of Employee Engagement and Disengagement at work, including the theories of Employee Engagement, as well as the connection that exists between CSR and Employee Engagement. The last chapter of the theoretical part (Chapter 4) is devoted to the Sustainable Human Resource Management where links between HRM and sustainability is discussed.

In the practical part of the thesis the author presents the company Johnson Controls as the leading global provider of automation, equipment and controls. Furthermore, the methodology used is presented and the hypothesis that were tested with the data retrieved from the company. In Chapter 7, the author presents the results and findings of the primary research, followed by Discussions and Recommendations in Chapter 8. The thesis is concluded by the Conclusion, which summarizes the findings of the whole thesis.

I would like to emphasize that the student was very engaged into writing the thesis. She first discussed the possibilities of approaching the topic with me and then worked independently, checking and discussing on the important points. I would also like to emphasize the use of IBM SPSS Statistics to compute the results in this thesis.

Questions for a Discussion:

- 1) On page 69 your findings suggest that younger generations may not necessarily be more concerned about CSR initiatives in the workplace. What could be the possible reasons for that?
- 2) Based on the results of your primary research, what would you recommend to the company in terms of CSR initiatives?

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

Date: **31.5.2023**