

MASTER'S THESIS REVIEWER'S REPORT

Student's name: Sophia Naheed Ateb

Master's Thesis Reviewer (MT): Sandeep Kumar Dey, Ph.D.

MT topic: Exploring the Impact of Corporate Social Responsibility on Corporate Image and Financial Performance: A Consumer-Centric Study of Innoson Vehicles Manufacturing in Nigeria

Acad. year: 2024/2025

Notes on completing the report:

1. For the evaluation of each criterion, use the following scale: A - fulfilled very well, significantly exceeds the requirements; B – fulfilled with quality; C – fulfilled without reservations; D – fulfilled with minor deficiencies; E - fulfilled but with significant deficiencies; F - not fulfilled.
2. If any criterion is graded F, the thesis must be evaluated as unsatisfactory overall, not meeting the criteria for the MT defence, and such a thesis cannot be recommended for the defence.
3. MT Reviewer must comment verbally on each evaluation criterion!

Assessment criteria:

Assessment

1. Thesis Objectives and Methods	C
<i>The commentary focuses on: clarity of the formulation of the thesis objectives and the methods used in the thesis elaboration; evaluation of the objectives of the thesis following the thesis theme; the methods and procedures chosen to fulfil the thesis objectives.</i> There are three objectives that are tethered to the overall research problem. The study uses an empirical approach to examine one corporate entity in Nigeria. The rationale behind the study is that indigenous organisations do not have established CSR frameworks, while their MNC counterparts do. The student uses a theory-based SEM approach to dissect the effects of certain hypothetical pathways to conclude the relationship between CSR on CI and FP. Although it has to be admitted that the study selected one particular corporate company, in such scenarios, a “case-study” method is more legitimate than a canonical correlation-based method. Studies that use cross-sectional data from one particular unit of analysis largely remain ungeneralizable. Furthermore, the manner in which the RQs are written remains vague. For example, the usage of signifiers like “to what extent...” is considered red flags when formulating RQs However, this portion is satisfactory.	
2. Theoretical Background	B
<i>The commentary focuses on: the content of the critical literature research; the appropriateness of the chosen domestic and foreign literature sources; the method of citing sources in an adequate manner.</i> The student uses premises and information gained from the Stakeholder Theory and the Resource-Based Theory, respectively. Efforts have been made to integrate their epistemological underscoring with the overall outcome of the study. This approach serves the purpose concerned.	
3. Practical Application – Analysis	C



The commentary focuses on: the use of knowledge from theory, its appropriateness of application; sufficient description of the process of application of the methods of work; overall assessment of the current state; sufficient substantiation of the conclusions of the analyses; the difficulty of data collection and processing.

The practical part suffices; however, certain issues are there. For example, the study only recruited consumers of the corporate entity in question. I am afraid that consumers are not that knowledgeable of the internal process of a corporate entity, especially at the strategy level, i.e., concerning CSR. The literature review ideally needs to connect the inter-variable relationships. Instead, the current study only draws on the mere definition of each variable.

4. Practical Application – Project/ Research	D
<i>The commentary focuses on: the connection of the solving part of the thesis to the theory and to the analyses results; supporting the proposals with appropriate arguments; meeting the objectives set. For research-oriented MTs, the focus should be on the discussion of the results and their evaluation.</i> The discussion section should ideally speak to the theories involved in the development of the study. In the current version of the thesis, it doesn't appear as per the requirement. In the conclusion section, please convey how you met the RQ's that you installed.	
5. Formal Layout	A
<i>The commentary focuses on: logical coherence of the text of the thesis; use of correct terminology; use of the prescribed standard of citation of sources; appropriate linguistic and graphic level.</i> Formal Layout is alright.	

Overall thesis assessment*	C
The student has made a robust attempt at dissecting their research question. It is a satisfactory effort.	

* The final grade is not an arithmetic average of the individual criteria for assessing the thesis.

Questions for the defence:

1. How did you estimate your sample size? Why were only consumers of the company recruited for the study?
2. There is a mention of a qualitative study 13 times and a claim of integrating quantitative and qualitative methods. Please clarify how you used a qualitative approach for the study.
3. Clarify how your findings can leverage the strategic dynamics of the corporate entity that you are studying.

The thesis **fulfils** the criteria for the defence of the MT. The thesis **is recommended** for the defence.

Date 20.05.2025

Signature of MT Reviewer