

MASTER'S THESIS SUPERVISOR'S REPORT

Student's name: **Sophia Naheed Ateb**

Master's Thesis Supervisor (MT): **doc. Ing. Michael Adu Kwarteng, Ph. D**

MT topic: **Exploring the Impact of Corporate Social Responsibility on Corporate Image and Financial Performance: A Consumer-Centric Study of Innosons 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 Supervisor must comment verbally on each evaluation criterion!

Assessment criteria:	Assessment
1. Thesis Objectives and Methods	A
<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> The thesis explores the relationship between CSR initiatives, corporate image, and financial performance, using Innosons Vehicle Manufacturing (IVM) as a case study. The research questions and hypotheses are logically aligned with the study's objectives, as outlined on pages 20–21. The methodology section is robust, effectively applying Saunders et al.'s Research Onion model. The integration of quantitative methods (via Likert-scale surveys and statistical analysis) with theoretical frameworks—namely Stakeholder Theory and the Resource-Based View—is methodologically sound. However, it would have been beneficial for the author to provide a brief rationale for selecting ADANCO software for the PLS analysis, particularly for readers who may be unfamiliar with the tool	
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 literature review is thorough and provides a clear roadmap, demonstrating a strong grasp of the key concepts. Moreover, the author displays commendable familiarity with the existing body of literature by effectively balancing both international and Nigerian sources, particularly from page 35 through to page 41, where the discussion transitions into the theoretical framework of the thesis. While citation formatting is generally consistent, the work would benefit from stricter adherence to a standardized referencing style throughout.	
3. Practical Application – Analysis	A
<i>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.</i> The author conducted a rigorous analysis to validate her proposed model. The data analysis was thoroughly executed, and reliability and validity measures were reported—except for a justifiable omission regarding discriminant validity, which may have resulted from a transposition of tables. The sample size (n = 115) is adequate for exploratory analysis, although it is slightly on the lower end in terms of generalisability.	
4. Practical Application – Project/ Research	B

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 discussion of the results and their evaluation.

Despite the considerable effort invested in proposing and validating a model for Innosons Vehicle Manufacturing Company, the author went further to design a project that incorporates TIME, RISK, and COST analyses for the company's CSR initiatives. Moreover, extensive discussions were conducted, leading to well-founded conclusions and recommendations. On page 101 of the thesis, the author presents strategic recommendations for Innosons, aimed at enhancing the company's corporate image.

5. Formal Layout

B

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.

Overall, the writing in the thesis is clear and appropriate for an academic audience. The structure is logical, with well-labelled sections and the use of relevant terminology. However, there are minor language issues, such as occasional awkward phrasing and typographical errors, as well as some inconsistencies in citation formatting and the presentation of figures and tables, as previously noted. Despite these minor issues, the thesis reads well.

Overall thesis assessment *

A

This is a well-executed and thematically relevant thesis that contributes to the understanding of CSR's impact in an emerging market. The integration of theory, empirical analysis, and practical recommendations is commendable. It demonstrates academic rigor, contextual understanding, and applied value, particularly for Nigerian enterprises and policymakers

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

Questions for the defence:

1. Could you provide a brief overview of your research/project to the committee in a few sentences?
2. What prompted you to choose Innosons Vehicle Manufacturing Company in Nigeria as the focus of your research/project instead of Skoda Vehicle Manufacturing Company in the Czech Republic?
3. If given the opportunity to undertake this project again, what modifications or additions would you consider making?

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

The thesis has been checked for the originality of the work in IS STAG. Based on the results of this review, it was concluded that the work **is not** plagiarism.

Date 15.05.2025

Signature of MT Supervisor