

Diploma Thesis Supervisor's Review

Author	BA. Louisa Pema Nsiah		
Title	Evaluating the Impact of Training Quality on Sales Distributors Performance in Multilevel Marketing (MLM) Companies in Ghana		
Field/Form of Study	Marketing Communications/Full-Time	Year	2024/2025
Review's Author	doc. PhDr. Dagmar Weberová, Ph.D. MBA		

Evaluated parameter	Weight	Evaluation
Fulfillment of the topic and extent of text	30	A
The setting of the goals and research methods	40	A
The quality of the theoretical part of the work	50	B
The quality of the analytical part of the work	50	A
The quality of the project part of the work	50	A
Fulfillment of the goal of the work	60	A
Text structure and logic	40	A
The quality of resources and their use	40	B
Linguistic and formal standards of the work	30	B
Evaluation based on the weighted average	1,20	A

Evaluation, comments, remarks and suggestions:

- This thesis comprehensively addresses a timely and relevant topic within the MLM sector in Ghana, with a well-developed scope and sufficient depth.
- Goals are clearly set, and the use of a mixed-methods approach (survey and in-depth interviews) is appropriate and executed with care.
- The theoretical section is rich and well-organized but could benefit from slightly tighter synthesis to reduce redundancy.
- Excellent interpretation of quantitative and qualitative findings; tables and graphs support the narrative well; insights are meaningful and actionable.
- The proposal for a sustainable training improvement framework is well-developed, practical, and shows high initiative and realism.
- The research questions are answered fully, and the project aligns perfectly with the goals.
- The author uses a wide range of academic and practitioner sources. While strong overall, a few sources are repeated too often or not critically discussed.
- The thesis is readable and mostly fluent, though the style is occasionally verbose, and there are minor grammar and punctuation issues in some parts.

Question:

- What role did digital tools play in your proposed training improvements, and how essential are they for implementing the framework in practice?

Plagiarism control was negative – the system found 2% agreement.

In Zlin on 8 May 2025

Signature: doc. PhDr. Dagmar Weberová, Ph.D. MBA, v.r.

The evaluation according to the ECTS scale:

A = 1,00-1,24, B = 1,25-1,50, C = 1,51-2,00, D = 2,01-2,50, E = 2,51-3,00, F = 3,01