

MA Thesis Supervisor's Review

Name of Author	Bc. Irena Škařupová
Title	Corporate Social Responsibility and its Influence on the Corporate Image of FirstFarms A/S
Programme/Form	Media Communications, full-time
Academic Year	2012/2013
Full Name of Reviewer	Peter Štarchoň, assoc. Prof. M.A., PhD.

Rated parameter	Weight	Rating
1 Topicality and extent	40	a
2 Choice of goals and methods	30	a
3 Quality of theoretical part	50	a
4 Quality of analytical part	50	b
5 Quality of project part	50	b
6 Meeting of goals	60	a
7 Structure and logic of text	40	a
8 Quality of sources and work with sources	30	a
9 Innovativity, creativity and usability of proposed solu	20	b
10 Linguistic and formal qualities	20	a
Proposed rating based on weighted average	1,18	A

Comments and rating:

The diploma thesis focuses on demonstration of coherence between the aspects of CSR and a company's image. The topic of the work is solved in an appropriate way and the author displayed the knowledge and competence in this area. Minor remark is concerned of the analytical part. Although it is based on a comparative analysis and on the results of a primary research, descriptive character is visible. Additionally, barriers of the project implementation are missing. In contrary to this, the main value of the thesis is in identifying of the proposals for improvement of communication of CSR activities oriented on selected stakeholders. The project can be considered as an illustrative example applicable also in other companies.

Master thesis meets all stated criteria and fulfils all requirements. All things considered, I recommend the master thesis of Irena Škařupová to defend.

Defense questions:

Zlín, <<<May 10, 2013>>>

Reviewer's signature: