

## Hodnocení vedoucího diplomové práce

### Supervisor's Review

|                     |   |      |           |
|---------------------|---|------|-----------|
| Author              | Evgeniia Shamrikova   |      |           |
| Title               | Internal crisis communication in a particular Russian company |      |           |
| Field/Form of Study | Marketing Communications/Full-Time                            | Year | 2020/2021 |
| Review's Author     | doc. PhDr. Dagmar Weberová, PhD. MBA                          |      |           |

|    | Evaluated parameter                              | Weight      | Evaluation |
|----|--|-------------|------------|
| 1  | Fulfillment of the topic and extent of text      | 30          | A          |
| 2  | The setting of the goals and research methods    | 40          | B          |
| 3  | The quality of the theoretical part of the work  | 50          | B          |
| 4  | The quality of the analytical part of the work   | 50          | B          |
| 5  | The quality of the project part of the work      | 50          | A          |
| 6  | Fulfillment of the goal of the work              | 60          | A          |
| 7  | Text structure and logic                         | 40          | B          |
| 8  | The quality of resources and their use           | 40          | B          |
| 9  | Innovation, creativity, and usability of designs | 30          | A          |
| 10 | Linguistic and formal standards of the work      | 30          | B          |
|    | <b>Evaluation based on the weighted average</b>  | <b>1,30</b> | <b>B</b>   |

#### Strengths:

- The topic of internal crisis communication has grown in importance during the current challenging pandemic situation.
- The theoretical part reflects the content in both the analytical and project parts of this work.
- The author set up a clear main goal and three sub-goals, stated three appropriate research questions and applied adequate research methods.
- In the analytical part, the author carefully evaluated and interpreted her research findings.
- The proposal of the internal crisis communication manual and its implementation presented in the final part of this work is detailed, feasible and it is based on the author's research results.
- All in all, the presented work is logical and makes a rather good impression.
- Regular consultations regarding the work progress took place.

#### Weaknesses:

- The theoretical part would deserve to be better structured because some parts make a novel-like impression (e. g. Chapter 3). Main chapters could be divided into smaller units.
- The theoretical part lacks visual elements such as the model of the communication process in Chapter 4 on pp. 18 - 19.
- Some resources used in this work are outdated (e. g. Myer, 1992).
- It is not adequate to use the questionnaire survey method in the case of 20 respondents.
- Some minor English language errors can be found (e. g. on p. 29) in work.
- The thesis was not written in the faculty template.

#### Questions:

- How effective was home office at the "North windows" company during the pandemic? Does the company's top management plan to introduce home office in general?

Hodnocení odpovídá stupnici ECTS:

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

**Plagiarism control was negative - the system found a 0% agreement.**

**In Zlin on** 12 May 2021

**Signature:** doc. PhDr. Dagmar Weberová, PhD. MBA, v. r.