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Faculty of Business and Management
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Opponent's Opinion

Dissertation thesis by

Donald P. Sri Jayawardene

„ Sustainable development and social responsibility in practice with reference to Sri Lanka“

University: Tomas Bata University in Zlin, Faculty of Management and Economics.

Work extent: 154 pages with text in the Dissertation thesis.

1. Introduction

The reality of the concept of sustainable development is to provide the basic needs to the people for their well being and to protect the natural resources and environment for future generations. The primary objective of the free market economy is to maximise profit and increase return on investments. Free market economy and the sustainable development are two issues interesting researchers in world. The dissertation thesis is focused on the mentioned problems. The dissertation thesis encompasses a clearly defined research problem, 4 research objectives and 4 research hypotheses.

The dissertation thesis is a complex of 11 chapters. Summarizing all these chapters, I am pleased to state that: in the methodological viewpoint, the thesis is clear of important methodological errors, scientific and research outputs of thesis are usable in scientific community and in the practice.

In chapter 1 the author briefly induces the study problem, objectives. Author clearly defined the limitations of research process. Chapters 2, 3, 4, 5 and 6 describe present state of the problem. Chapter 7 deals with the author's objective of the research - Primary aims and objectives and Reason for choosing country. In chapter 8 the author describes selected processing methods such as Quantitative Research, Inductive Research Method, Grounded Theory and case study is mentioned. The important part of this chapter is the build up research model and description of research steps. In chapter 9, the author discusses the research results. I am very satisfied with using the hypothesis. All research results are discussed in high quality. The chapter 10 deals with contribution of the thesis to science and practice. The chapter 11 deals with conclusion. The list of used bibliography and publications is sufficient. In dissertation thesis is missing the part about possible implementation in practice and the retrospection of future research problems and goals.

2. General Results

General assessment of the presented dissertation thesis is based on criteria currently used for such works at universities in Western Europe and in the Czech Republic. The assessment criteria are specified in the Table below:

Item	Assessment criteria	Unacceptable			Average/Good				Excellent		
		1	2	3	4	5	6	7	8	9	10
1.	Scientific substance, contribution, novelty of ideas and methods								X		
2.	Currency and meaningfulness of the goal									X	
3.	Situation monitoring based on world and European literature, analyse of conditions (strong points and weaknesses owing to the actual demands for problem solving)									X	
4.	Practical sense (utilization of the work results)								X		
5.	Limitation of examined field								X		
6.	Setting of goals									X	
7.	Methods for goals achievement									X	
8.	Definitions used								X		
9.	Text structure and formulation clarity								X		
10.	Formal quality								X		

We have to do with a high level of dissertation thesis, as the table upwards shows. Some minor problems were mentioned.

3. Selected Remarks and Inquiries

I would like to put forward some remarks resp. to ask questions as follows:

- The possible way of implementation of results of this dissertation in practice?
- What will be the future research?

4. Conclusion

The Dissertation thesis shows clearly defined aims. The research methods were planned very good. The author's research results prove his capability to work independently. The results of his research represent a good contribution to the theory, practice and education.

As the Dissertation thesis fulfils the demands as per the Act No. 111/1998 Sb. (University Act), as amended, I suggest it to be admitted for a plea before the Faculty Doctoral Board. After the successful plea, I recommend

Donald P. Sri Jayawardene

to be awarded a scientific degree of **Doctor of Philosophy** in the abbreviation Ph.D.

Brno, 5th June 2009


Opponent: Doc. Ing. Petr Dostál, CSc.