

**Master's Thesis Assessment
Supervisor's Report**

Student's name: *Idoia Hidalgo Monreal*
year: *2018/2019*

MT Supervisor: *ing. Martin Mikeska, Ph.D.* Acad.

MT topic: ***PROJECT OF ENGAGING SOCIAL NETWORKS AS A TOOL FOR INCREASING YOUTH EMPLOYMENT IN SMALL AND MIDDLE ENTERPRISES IN SPAIN***

In criterion 1, assess the thesis topic difficulty.

Assess criteria 2 - 6 as follows:

5 points – excellent – outstanding performance

4 points – very good – high-quality performance

3 points – good – fulfilled without reserve

2 points – satisfactory – with significant but not crucial insufficiencies

1 point – sufficient – meeting basic requirements only

0 points – unsatisfactory

ASSESSMENT CRITERIA	Points
1. Thesis Topic Difficulty:	5
a) the analysed issue is complex	yes
b) data acquisition is demanding	yes
c) data processing is demanding	yes
2. Meeting the Thesis Objectives:	4
a) the thesis objectives are clearly defined	yes
b) the methods of thesis processing are clearly defined	yes
c) the presented thesis objectives correspond to the thesis topic	yes
d) the applied methods and procedures are suitable to meet the thesis objectives	partly
3. Theoretical Background:	5
a) the theoretical background includes a critical literature review	yes
b) the theoretical background is based on appropriately selected domestic and foreign literature sources (considering the relevance, topicality and type of publications)	yes
c) literature sources are quoted properly	yes
4. Practical Application – Analysis:	3
a) the practical application contains theoretical knowledge	yes
b) the chosen methods were applied accurately	partly
c) the application of methods is described sufficiently	yes

d) the thesis contains an overall assessment of the status quo	yes
e) conclusions of analyses are well-founded	partly
5. Practical Application – Project:	3
a) the project part of the thesis extends the theoretical knowledge	yes
b) the project part of the thesis is a follow-up to the analysis results	yes
c) the thesis provides conclusions and possible applications of recommendations	yes
d) suggestions are supported by fully adequate arguments	partly
e) the thesis includes the impacts of the recommendations	partly
f) the thesis meets the set objectives	yes
6. Formal Layout:	4
a) the text is logically sequenced	yes
b) the thesis provides appropriate terminology	yes
c) literature sources are quoted in compliance with a required standard	yes
d) the language level meets the requirements of Master's thesis	yes
e) the graphic layout meets the requirements of Master's thesis	partly
TOTAL POINTS	24

Overall thesis assessment and questions for the defence:
(Both the Master's thesis supervisor and reviewer present their questions.)

The presented thesis tries to solve the current issue of youth unemployment in Spain. The theoretical part presents relevant literature research of macroeconomic indicators and business cycles. These factors significantly affect general unemployment as well as youth unemployment. It also deals with the possibilities of using digital technologies and digital economy to make the labor market more flexible.

In the analytical part, the student describes the causes of youth unemployment in Spain and the role of small and medium-sized enterprises as the most important employers. Based on a questionnaire survey, the student identified a potential market opportunity to improve the labor market situation through the use of digital technologies.

As part of the project, the student has prepared a project that will help the Spanish labor market to become more flexible through social networking tools, assuming that youth employment will increase. The project itself then becomes the intention for the establishment of an independent business entity owned by the student.

Q1: Do you think that if you were able to get more respondents within your analytical part, would you radically change your analytics results?

Q2: As part of the project, you expect about one year until your company becomes profitable. Do you plan to employ other young employees in the future?

The contents of Master's thesis handed over are identical with the electronic version entered in the IS/STAG. Based on the results, it was found that the thesis is free of plagiarism.

The thesis meets the criteria for the defence of the MT¹.

In Zlín on: May 06th 2019

¹ The thesis does not meet the criteria for the defence of the MT if at least one criterion is assessed by 0 points.