

Diploma Thesis Supervisor's Review

Author	Amrita Saigal		
Title	Customer perception of CSR activities and their impact on consumer behavior		
Field/Form of Study	Marketing Communications/Full-Time	Year	2023/2024
Review's Author	doc. PhDr. Dagmar Weberová, Ph.D. MBA		

Evaluated parameter	Weight	Evaluation
1 Fulfillment of the topic and extent of text	30	B
2 The setting of the goals and research methods	40	B
3 The quality of the theoretical part of the work	50	C
4 The quality of the analytical part of the work	50	C
5 The quality of the project part of the work	50	B
6 Fulfillment of the goal of the work	60	B
7 Text structure and logic	40	B
8 The quality of resources and their use	40	D
9 Linguistic and formal standards of the work	30	D
Evaluation based on the weighted average	1,75	C

Evaluation, comments, remarks and suggestions:

- The choice of topic is appreciated.
- Unfortunately, this work contains a range of inconsistencies: the author uses non-standard citing of sources and she often does not indicate the sources of the figures presented in her work. The chapters of the work would deserve a more detailed division into paragraphs. There is also a non-standard division of this work, e.g. main chapters are not written on a new page.
- The author set an ambitious main goal and sub-goals, stated two research questions but reading through the research method part on pp 33 – 34 it has remained unclear which method/s will be applied in the analytical part.
- In the analytical part, only 150 respondents' answers were evaluated which is, considering the number of residents of Delhi, a very small drop in the ocean. The graphs presented here are too large, and some of them could have been placed in the appendix. On the other hand, the author's effort to interpret the obtained data is appreciated.
- The plan presented by the author in the project part is based on the results of primary research in the analytical part and has some practical implications. Expected outcomes in Chapter 9 should have been part of Chapter 8.
- The overall impression of this work is that it was written in a real time crunch.

Questions: None.

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

In Zlin on 8 May 2024

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