Dissertation supervisor`s assessment

I. Author: Dijana Drinčić

Title: Corporate social responsibility and business competitiveness

II. Objective of the thesis and its fulfilment

All objectives of the thesis stated in the assignment of diploma thesis were fulfilled according the requirements.

III. Content processing and approach to diploma work conception

The thesis main objective was to examine some issues in web communication of fashion industry`s representatives connected to Corporate social responsibility. As Dijana introduces in her thesis this industry has some specificities which influence the way, the content, the intensity of marketing communication with several aims among which there is also the aim of competitiveness of business.

Thesis is divided in the traditional way into the theoretical and so called practical part. Theoretical part is elaborated on rather high quality level. Dijana employed many sources which are really relevant for her work and this part offers many important pieces of knowledge put together in the complex text. Dijana also demonstrated her ability not just to compile the text but to build up the needed knowledge base with the own argumentation and understanding of the work of cited authors.

The practical part is somehow not so well written. Despite the common effort of both of us the text of all analyses and suggestions is rather simple and does not utilize the potential promised in the theoretical part. Dijana used the method of quantitative and qualitative web content analysis, which is the standard method to get needed information about some patterns of marketing communication. The problem lies is the simplicity of solution and approach and also in the simplicity of language.

Nevertheless, thesis offers the information about the situation, what must be added is also the truth that many other information which would help to show more concrete picture are not available on the web and Dijana tried to do her best to get answers to her research questions.

IV. Formal particulars of the diploma thesis and layout

All formal requirements are fulfilled in accordance to the requirements together with citing resources used. Dusan theoretical review proceeded from the relevant literature and he demonstrated the competence of work with the literature and secondary information.

V. Comments about the thesis

I have no comments both to the thesis and to the approach of the author to the process of writing except those introduced above.
VI. Questions recommended to detailed explanation during defence

1. What is the link between competitiveness and the effort to communicate CSR that can be seen from the analyses you made in the thesis?

VII. Conclusion

The master thesis meets both the content and formal requirements.

As the supervisor of thesis being aware of the process of writing I suggest the grade D. I am not aware of any plagiarism in this thesis.

Ass. Prof. Alena Klapalová, Ph.D.

Brno, 16.6.2015