

CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

Evaluation of the Diploma Thesis by Opponent

Thesis Title **Effect of Internal Marketing on Employee Engagement**

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Thesis supervisor **Ing. Michal Chocholoušek, Ph.D.**

Department **Department of Management**

Opponent **Ing. Lukáš Novotný**

Thesis topic and thesis significance (relevance)	<input checked="" type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Formulation of objectives	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Choice of appropriate methods and methodology used	<input checked="" type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Work with data and information	<input checked="" type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Evidence of a logical process being used	<input checked="" type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Theoretical background of an author	<input checked="" type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
The structure of paragraphs and chapters	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Work with scientific literature (quotations, norms)	<input checked="" type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Comprehensibility of the text and level of language	<input checked="" type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Clarity and professionalism of expression in the thesis	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Formal presentation of the work, the overall impression	<input checked="" type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Fulfillment of objectives	<input checked="" type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Formulation of conclusions	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Professional contribution of the work and its practical usage	<input checked="" type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Summary and key-words comply with the content of thesis	<input checked="" type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Evaluation of the work by grade (1, 2, 3, 4)				1

Evaluation: 1 = the best

Date 15/04/2021

Signature of Opponent

Other comments or suggestions:

This thesis's main objective is to assess internal marketing's influence on employee engagement in the banking sector in Vietnam.

I miss abstract in czech language at the beginning of the work.

Literature review provides the majority of relevant information and sources. I appreciate introduction of specific models used for internal marketing. I miss only some information about organization of internal marketing within the company and Human resources roles.

Practical part is based on the quantitative survey. There is about 700 respondents, so very large sample and representative. Questions well defined, I miss some question about employees demotivation factors.

I miss some deeper view on evaluation – f.i. is there any impact of the age of employees for their preferences in motivation?

Survey synthesis is fully relevant and recommendations as well. Could be more detaild and involve f.i. costs and responsibilities within the teams.

But anyway, good and detail work.

Questions for thesis defence:

1. What are the main factors for employees satisfaction?
2. What typical departments are responsible for internal marketing at the company?

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