

CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

Evaluation of the Diploma Thesis by supervisor

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

Name of the student **Bc. Thi Thu Nga Hoang, BA**

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

Department **Department of Management**

Formulation of objectives	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Choice of appropriate methods and methodology used	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Logical process being used, work with data and information	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Theoretical background of an author	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The structure of paragraphs and chapters	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Work with scientific literature (quotations, norms)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comprehensibility of the text and level of language	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clarity and professionalism of expression in the work	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Formal presentation of the work, the overall impression	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fulfillment of objectives	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Formulation of conclusions	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Professional contribution of the work and its practical usage	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Summary and key-words comply with the content the thesis	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Author's stance and approach to the addressed problems	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Author's co-operation with supervisor and department	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evaluation of the work by grade (1, 2, 3, 4)				1

Evaluation: 1 = the best

Date 16/04/2021

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Supervisor signature

Other comments or suggestions:

Student has proven the skill of studying professional literature and subsequent theory application to real practical case. The thesis is recommended for oral defense.



Plagiarism control: The system Theses.cz has not assessed the thesis as suspicious.

Date 16/04/2021

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Supervisor signature