

SUPERVISOR'S REPORT ON DIPLOMA THESIS

Name and Surname of Diploma Thesis Writer: Mukelabai Mundia

Topic of Diploma Thesis: The Loyalty of Employees in a Selected company

Objective of Diploma Thesis: The aim of the thesis is to propose strategies and tools to aid in the minimisation of employee loyalty.

Name and Surname of Supervisor: doc. Ing. Kateřina Maršíková, Ph.D.

	Excellent	Very good	Good	Failed
I. Assessment of the thesis topic and its writing:				
Thesis topic completion	x			
Application of implemented methods	x			
Analysis performed and its profundity		x		
II. Assessment of thesis content and structure:				
Clarity and coherence of thesis		x		
Currency of the topic, appropriate sources	x			
Processing of sources and acquired data		x		
Comprehensible and adequate conclusions	x			
Phrasing of writer's points of view	x			
III. Assessment of thesis style:				
Formal layout of thesis (i.e. text, tables, graphs)		x		
Style of thesis (i.e. use of formal language)	x			
Application of academic sources in native language, including bibliographic references and citations		x		
Application of academic sources of foreign authors, including bibliographic references and citations	x			
Assessment of plagiarism checking result in IS STAG	Reviewed without objections			x
	Reviewed with objections			

The evaluation for the diploma thesis at least in the range of 10 lines in terms of meeting the thesis objectives, the application of implemented methods as well as suggestions for adjustments taken including formal layout, literature review and citations (formulate on the following page of the report).

Questions related to the diploma thesis defence:

- 1/ What are the key factors you identified in DEX as a reason for employee turnover?
- 2/ One of factors influencing employee turnover is an employer brand of a company. What are your recommendations to communicate/support employer brand in/of DEX?

I recommend the diploma thesis for defence.

(*delete if not applicable)

I suggest to evaluate the diploma thesis with the grade: Excellent minus

Date 9.5.2019

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Signature of thesis supervisor



The diploma thesis deals with the topical issue of the loyalty of employees. The topic is applied on a small company in the Liberec region. The first part of the thesis describes theoretical overview of the topic. There is explained a relation between loyalty and engagement. Chapter 3 depicts employee motivation from the perspective of generations (and specifics of generation Y). In the practical part HR processes of the company are analysed. Based on key findings the author of the thesis brings proposals to find out about current employee satisfaction and reasons why employees leave the company. There are proposed 2 questionnaires (1st for the employee satisfaction survey, 2nd for the exit interview). Both are tested on the current or former employees via CAWI method. Also the methodology how to work with this tools is a part of the proposal.

It is important to note that it was not easy to find a company willing to cooperate in the region in English. The size of the company influenced the amount of respondents and information value of findings, because the company DEX is very small (only 9 employees) and only 50% of them replied to the questionnaires (but this factor could not be influenced by the author).

However it is necessary to point out, at least both proposed tools were tested on respondents which proved the structure and content of tools too. I also appreciate that the thesis findings and tools are applied in the company in the Liberec region and also linked to the further use in the Sharpen project. Formally, there are used sufficient and relevant resources. However, the thesis contains several format shortages in graphical tools and diploma thesis design inducing structuring of chapter.

To sum up the author proved the knowledge in the theoretical and practical frame of the loyalty issue and shown the deep interest in the topic of HR. The objective of the thesis was accomplished.