

ZÁPADOČESKÁ UNIVERZITA V PLZNI
Fakulta filozofická
Katedra anglického jazyka a literatury

PROTOKOL O HODNOCENÍ BAKALÁŘSKÉ PRÁCE
(Posudek oponenta)

Práci předložil(a) student(ka): *Ms Tetyana HORNYAK*

Název práce: *Ethics in Business: A research of Czech companies highlighting unethical actions in business.*

Oponoval: Serge Boldyreff, Ph.D., LL.M

1. CÍL PRÁCE :

(a) Two parts of the thesis have their own objectives. For theory part it is about five related but separate objectives. They are listed in para 2 on p. 1. I came to conclude that, although the student produced a large chunk of writing on Ethics in Business and amassed a bundle of definitions, concepts, terms, facts, models, theories and problems, she has not succeeded in presenting a comprehensive explanation of Ethics in Business. There are too many jigsaw pieces on the table for this puzzle. For starters the student is unsure what picture she is going to assemble – the picture of an academic discipline, or a behavioural phenomenon, or a theoretical model of decision-making, or a code of good practices.

(b) For the practical purposes the student decided to gauge the awareness of ethics at working places and to identified unethical practices in business. These two objectives have been achieved.

(c) Any thesis in Philology & Foreign Language studies has always an ulterior aim, which is to demonstrate ability to express ideas freely, comprehensively and competently. On the whole, the thesis is easy to read and linguistically rather satisfactory. Separate unconnected logically chapters and sub-chapters in the theory part are easy to read but hard to understand their relevance to the narration. The practical part differs in style, syntax. The part suffers from incomprehensive phrases and sentences but general ideas can be understood.

2. OBSAHOVÉ ZPRACOVÁNÍ :

Business Ethics is a very complex issue as as it is and to write about. The student undertook an attempt to deal with a volume of scientific materials well sufficient for a doctoral research. The attempt to reflect upon from the philosophical Kantian categorical imperative to the psychological Stanford prison experiment could not possibly have been doable within size-constrains of the Bachelor thesis.

Partly because of that, the student could not strike a right balance between theory and practice part. If one takes away the translation of the survey, only three pages (pp. 48 - 51) are allocated to discussions of results, which are impliedly promised in the sub-title, i.e. '[A] research of ...'. It is arguable that the full survey questionnaire should be included into the main body of the analysis. Obviously, the questionnaire is important document but, unless there are some serious reasons for that, the rightful place of the questionnaire is in an attachment section. The working version in Czech is important but missing document, because the student, from one hand, makes a claim about 'faithful translation' (let's us to see your ability to do so) and, from another hand, the student concerns with elimination of any bias or distortion (show us that).

How many respondents were involved in the study? Sub-chapter 7.3. suggests more than one: '...all of the respondents...'. Conclusion section mentions 'a respondent' who is aware of unethical behaviour. It begs a question: How many respondents are not aware? Applied research surveying is always about comparing, measuring, scaling, cross-relating, contra-positioning and it is never about absolute values.

3. FORMÁLNÍ ÚPRAVA :

The narrative language in the theory part differs from that of in the practical part (see above). Citations were accurate when checked selectively. Figure 1 is reproduced tidy but seems to be out of place (meaningfully, not graphically). There is no attachment and no working papers of the research.

The list of bibliography is unsystematic and in not in a prescribed format.

The reference methods are confusing. When a reference number is given to a textual fragment without quotation marks it is unclear what is supported by authority: either it is a phrase immediately preceding the reference number, or the whole sentence, or the whole paragraph. I failed to see why one needs any authoritative support from other writes (reference mark) for a truism or banality (see reference 72, p. 37, for example).

4. STRUČNÝ KOMENTÁŘ HODNOTITELE:

The thesis is satisfactory and has clear deficiencies, but the practical area fulfils the minimum requirements set for a bachelor's thesis. Unsystematic selected source materials do not support the research sufficiently; usage of past years bachelor thesis and websites as authorities for propositions and references are non warranted. Insufficient familiarity with the topic.

The thesis consists of separate parts related to a specific topic, and their connection to the entity is difficult to define. Results and conclusions that repeat general knowledge and are not connected to the theoretical background.

The thesis has minor spelling errors and expressions that are unnecessarily elaborated.

5. OTÁZKY A PŘIPOMÍNKY DOPORUČENÉ K BLIŽŠÍMU VYSVĚTLENÍ PŘI OBHAJOBĚ:

Please explain the following ideas in the context of the thesis:

- (a) The pure knowledge of ethical principles among business people leads to misconduct, which has a bad influence on everybody due to the effect of interconnection which is one of the cause of globalisation. (see p. 36, § 2)
- (b) The answers were therefore analysed with the logical methods of abstraction, generalization, synthesis and induction and compared with the theory. (see page 37. § 3)
- (c) 'Unethical' practices versus 'unfair practices' versus misleading practices'. You use these terms interchangeably when you are discussing the *Unfair Commercial Practices Directive*. Are they?

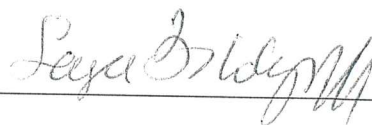
6. NAVRHOVANÁ ZNÁMKA:

Dobře

Západočeská univerzita v Plzni
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Datum: 22/05/2016

Podpis:



SOUHLASÍ S ORIGINÁLEM