

ABSTRACT

The dissertation deals with the issue of a family entrepreneurship. Family businesses play a key role in GDP production and employment in our country and worldwide, which makes them the backbone of the economy. However, they were overlooked as a topic for studying and research for a long time. Lately a number of authors started to look into them and even in the Czech Republic they were brought to attention. Two distinct systems mix in these businesses, each one oriented towards different goals. Family business's practices are therefore influenced by the meshing of a family system and a business system, which sets them apart from other types of entrepreneurships. This thesis is focused on specifics of small family business in the Příbramsko region. A suitable concept for explaining a specific behavior of family businesses seems to be a so called socio-emotional wealth. One of the goals of this thesis is to evaluate the importance of individual components of the socio-emotional wealth with the help of semi-structured interviews. Small family businesses are mostly viewed in a positive way and relationships, trust, a personalized approach, a good reputation, happiness of all personnel involved and quality of products and services provided are vital for them. A big administrative load and acquiring qualified and loyal employees fall into their biggest problems nowadays. The most important values in these businesses are strong social connections and control of the family over the business.