

Abstract

The subject of this bachelor's thesis is the research of corporate culture, its connection with national culture and the operation of the company on the international market. The aim of the thesis is to reveal how the employees and management of the selected Czech company perceive the corporate culture and to analyze the company's strategies in the field of the international market. To investigate the influence of national culture on management, a qualitative research methodology will be used using Geert Hofstede's questionnaire. The output of the conducted research are indices that can be used to reveal values influenced by national culture. The result of the work from an academic point of view is an insight into the projection of the features of national culture on the functioning of a modern Czech company and a stimulus to a more extensive analysis of the importance of national culture in the business environment. The work can also be used by the analyzed company to map the internal climate of the organization.