

Abstract

The bachelor thesis deals with the topic of organizational culture. The theoretical part first discusses the concept of organizational culture. It emphasizes that the organizational culture paradigm does not exist. It also discusses the importance of basic assumption as a key element of organizational culture. Various typologies of organizational culture are presented. The importance of organizational vision and corresponding shared values is described. The work also maps the process of formation of organizational culture. Different approaches to the possibilities of organizational culture change are discussed. From the perspective of setting up and changing organizational culture, attention is also paid to the role of the leader, as the founder of organizational vision and values. Models of change of organizational culture are described at the end of the theoretical part. The second part of the bachelor thesis presents a proposal of a research project, which focuses on diagnostics of organizational culture with regard to the change of organizational culture and setting of organizational values.

Keywords

organizational culture, company culture, corporate culture, values