

## **Annotation**

This diploma thesis entitled *Implementing the „Effective Public Administration and Friendly Services (Smart Administration Strategy 2007–2015)“* deals with the modernization of public administration, specifically the implementation of the Smart Administration strategy. Part of the work is an analysis of documents related to this strategy, which is supplemented by the opinions of experts on public administration. The main objectives of the work include mapping the prerequisites for the creation and implementation of the Smart Administration strategy. Other partial goals of the thesis include exploring the main theoretical resources of Smart Administration. Last but not least, the goal was to determine whether the Smart Administration strategy was successfully implemented and to draw conclusions and recommendations from the findings. Part of the thesis is a description of the implementation process both at the theoretical level and on the example of implementation of the Smart Administration strategy. To identify the benefits and shortcomings, qualitative expert interviews were conducted between representatives of public administration and other experts. In the final part of the thesis the author draws recommendations based on the obtained data and discusses possibilities for improving the implementation process within the Czech public administration.