

The main topic of the thesis deals with recruitment and stabilization of Personnel in the company AS Media s.r.o, selection, admission and adaptation of staff members, their motivation and significance of the care devoted to them. The theses describe theoretical bases and use them for assessment of practical experiences gained in the company AS Media s.r.o. When recruiting new staff members, a great emphasis is put on significance of all labor resources and importance of seeking new opportunities. The section dealing with methods of acquiring new staff members describes the present and new trends in recruitment, such as the internet, and includes their possible use in this area. The thesis assesses that the area of recruitment and selection of staff members in the company AS Media s.r.o. fulfills all necessary requirements, with the only possible reserve on foreign markets and in the area of additional resources. The significance of appropriate selection of staff members, suitable selection methods, admission proceedings and adaptation of staff members, these are all emphasized in regard of stabilization of the staff members and related effects. The thesis describes adaptation as a very important process, the significance of which is often underestimated in the real life. The number of motivation theories referred to herein only shows the complexity of this issue. Among others, the thesis ascribes a great significance to mutual communication between a staff member and the employer as a condition for searching suitable motivation and stabilization tools. Stabilization and motivation tools are conceived as essential tools for quality care regarding employees. The thesis includes many areas, ways and methods to provide quality care for staff members, and compares these opportunities with the real practice in the company AS Media s.r.o.