

Annotation

This bachelor's work aims to outline the gradual evolution of the Haré Kršna movement and in particular the organisation International Society for the Consciousness of Kršny (ISKCON) in terms of its relationship with the majority society. In the text, I first look at the historical overview of key events and circumstances in chronological order from the creation of the organisation to the present day. Subsequently, I provide an interpretative framework for the dynamics of the development of new religious movements in terms of their relation to their surroundings, especially the so-called denominalization theory. In the final section, I apply this interpretative framework to ISKCON's historical development and evaluate the results of this application.