

ABSTRACT

The diploma thesis focuses on the commercialization of civil society organizations (CSOs), specifically the institutional isomorphism that makes CSOs “business like” as well as the relationship between CSOs and the commercial sector in the context of commercialization. The purpose of this thesis is to gain an understanding of the manager’s perspectives representing CSOs in the field of elderly care in the Czech Republic, with a particular emphasis on the institutional isomorphism and the relationships mentioned above. The findings of the study were obtained from narrative and semi-structured interviews with seven selected managers in the field of elderly care in the Czech Republic. The findings indicate that the participants regard the institutional isomorphism (coercive) as *unfair and meaningless; patchy and outdated*. The examination of the level of relationships between CSOs and the commercial sector resulted in the Relationships Typology. The typology presents three foundations based on *need, reputation, and crisis* that have been identified as the foundations for developing relationships between CSOs and the commercial sector. Each foundation conceals the unique nature of relationships visible in commercialized CSOs as reflected by selected managers.

Key words: business-like, hybridization, civil society organizations, civil sector, sector specifics, intersectoral cooperation, organizational theories, organizational identity, institutional isomorphism.