

This thesis aims to contribute to the developing theme of economics of trust and justify its importance in the economic theory. The main emphasis is stressed on defining the terms trust and reputation using practical case of the association of collective investment UNIS ČR. The first part is dedicated to the concept of trust in economics as one of the main notions that ensures economic prosperity. The second part is about reputation and reputation capital, defining the terms and introducing the institution Underwriters Laboratories and the concept of Trusters and Promisors, which belongs to the phenomena. In the fourth part I look into Czech economic transformation and the last part I dedicate to the practical example from the area of collective investment. In the conclusion I am summarizing the findings of my work and discussing possible future direction of research in this field.