

Recent researches - external and also internal - proves, that an organizational culture is a phenomenon, which has a big influence to a long term prosperity of an organization and this theme also becomes - beside the traditional analysis - a subject of a culturological investigation. The organizational culture seems to be a carrier of a competitive advantage and significantly affects also an efficiency of an organization. A deep knowledge of this topic helps managers to understand their role in a company and allows them to reach changes leading to escalation of an efficiency of exploitation of both the human and the material resources.

The dissertation work is dedicated to this particular phenomenon. A first part of the thesis defines some fundamental terms such as culture it self, an organizational culture, a national culture and also explains sources, mechanisms of formation and functioning of an organizational cul ture. The effect of national culture, a relationship in between an organizational culture and potency of an organization and also different typologies are also observed and mentioned too, especially the typology based on Organizational Culture Assessment Instrument Model (OCAI).

In a second empirical part of the thesis are presented the results of a respective research of a selected organization - Telefonica 02.

The goal of this thesis to map an organizational culture of a specific company and to form a proposal, which can be used to help the company to be even more effective and also more adaptable to on-coming innovations was reached.