

## Abstract

This bachelor thesis deals with the relationship between the form of the organizational culture and functioning of the organization. There are defined the basic views of the organizational culture, its components and classification according to different typologies. Particular chapters are devoted to the relationship of organizational culture, strategy and structure of the organization and perception of the organizational culture in context of the national culture. The relationship between the national culture of Czechs and Germans is explored in greater detail. There are discussed the specifics, common features of the two national cultures and historical contexts of their origin. The concluding part of the thesis is focused on the investigation of the circumstances and consequences of consolidation of a small original Czech advertising agency Kaspén with a large German international agency Jung von Matt.

## Keywords

Culture of the organization, organization, nation culture, structure, strategy.