ABSTRACT
The goal of this thesis is to provide an overview of current knowledge in the area of culture research and demonstrate, using example of the IKEA company, how organizational culture influences business environment.
In the theoretical part, this thesis deals with the subject of culture in general and its impact on members of society. It is described how culture develops and strengthens. Also discussed are leading approaches to researching culture, relationship between national and organizational culture and organizational culture typologies.
In the practical section, Swedish culture, management style and the IKEA company and its culture are introduced. Semi-structured interviews were conducted with employees of two different IKEA organizations in the Czech Republic in order to find out how the company transmits the culture to new employees, to what extent the employees are familiar with the culture and what meaning they attribute to it.