Abstract

The main motive of this work is the issue of organizational culture, here is outlined its development and importance for the functioning of the organization. The work also deals with the individual elements of organizational culture and introduces some concepts of typologies that are used for their diagnosis. In other parts this work seeks links between organizational culture and performance of the organization, deals with the process of changing organizational culture and tries to describe the process of successful implementation of these changes. The aim of this work is to use theoretical knowledge, confront them with reality through empirical investigation in a particular company and notify of the findings of the investigation.