

## **ABSTRACT**

This bachelor thesis is focused on personnel management in small companies, startups in particular, which are companies in the state of development and market research.

It deals with main personnel activities in small companies, history of startups and influence of soft factors onto it's success. In the empiric part of this thesis are presented result of an examination, which was used to explore how personnel management work in specific startup companies and how much different it is comparing with theory.

**Keywords:** Startup, start-up, startup company, personnel management, personnel activities, human resources