

Abstract

The Bachelor's thesis focuses on the analysis of Bata's system of personnel management in comparison with contemporary theoretical bases. Furthermore, it provides its comparison with personnel management of 2N TELEKOMUNIKACE a.s., a company which openly follows Bata's legacy and applies Bata's principles on the company management. The analysis of Bata's management system covers the period of 1921-1939, when the company was neither under the influence of war military contracts nor political and historical situation in Czechoslovakia after year 1939.

Keywords: Bata factories, personnel management, personnel strategy, personnel policy, personnel activities, personal responsibility of employees