

Abstract

The topic of this diploma thesis is the commercialization of civic organizations, which we understand as the process in which they take over some procedures, methods and strategies of the commercial sector in order to generate some profit. As the highest level of commercialization, this work considers the transformation of civil organization into a so called social enterprise. At the next potential level, this civic organization would become a pure market enterprise acting as socially responsible. Thus, a social enterprise is defined as a civic organization, for which profiting is just as important as an increase in public benefit by fulfilling of its own altruistic mission. However, it is said that this social mission may be threatened by the economic one. Whereas the social enterprise combines those two opposing attributes in the form of a social and economic mission, it is considered to be controversial. That's why the aim of this diploma thesis is to determine the importance of a transformation of civic organization into the social enterprise for its life and how this transformation affects its functioning and its essence. The diploma theses is based primarily on the theory of civil society, the civil sector, the social economy and the theory of social enterprise. It is a case study, which includes three work integration social enterprises (WISEs).