

**Abstract:**

This paper brings a specific look into the world of marketing agencies working in market research through the job satisfaction and employee loyalty constructs. In the theoretical framework is presented conceptual and definitional problem of job satisfaction, which is consequently supplied by other theories like work engagement, work commitment or employee loyalty. Author's goal is to describe these theoretical concepts as interdependent, but simultaneously able to work separately and with support of other factors, which lead to their increasing or decreasing. In the empirical part of the framework are information used in praxis through the concrete marketing agency working in market research. Work environment is presented like dynamical example of modern company with explanation how works these aspects of job satisfaction and loyalty right there. Empirical research is realized with help of well-known methodological instruments used for measurement of these constructs to analyse and describe work environment of this company with a goal to identify the level of different aspects of job satisfaction and employee loyalty.

**Keywords:**

Job satisfaction, employee loyalty, work motivation, marketing agency