

Abstract

The thesis deals with corporate culture in relation to job satisfaction, motivation and performance of employees of a specific small company (30 employees and 4 people in management). Corporate culture is clearly involved in the functioning of every company, however, from a theoretical point of view it is a concept that cannot be grasped in a unified way, therefore, in this thesis I have mainly drawn on the work of E. Schein (1969, 1980). The aim of the thesis was to diagnose the corporate culture and the subsequent connection with job satisfaction, motivation and performance of employees with subsequent recommendations towards the management of the company. As this is a small business, I used a combination of quantitative and qualitative methodology for my research. In the quantitative part, based on the theory, I have chosen P. Spector's (1994) questionnaire for my research which examines job satisfaction and OCAI questionnaire based on Cameron and Quinn's (2006) theory which focuses on the shape of the current corporate culture and its preferred form. For the qualitative part of the thesis, I used a SWOT analysis that preceded the whole research and then semi-structured interviews that I designed and conducted after the questionnaire survey. I provided the analyzed data to the management of the company in the form of graphs and tables, which are included in this thesis, and during the joint meeting I provided feedback with possible recommendations for improving the current situation in the company. The main finding of the research was the performance orientation of the management, which is the most criticized by the employees. Another equally important criticism was the confusing and inefficient organization of work, the limits of which are also realized by the management. In future years, after any changes have been applied, it would be interesting to conduct the research again and compare the results with each other to see whether or not changes have been made.

Key words

Company culture, job satisfaction, motivation, performance, OCI, Spector