

ABSTRACT:

Working life of most individuals is carried on in organizations. Every organization creates its own corporate culture, that is influenced by external environment and its culture. This thesis is focused on theoretical hypothesis of this subject and their comparison with several real life experiences. It describes corporate culture and its impact on shared values, norms, symbols and artefacts. It concentrates on international companies, where members of different national cultures have to cooperate, and it considers the importance of good preparation and awareness of possible differences as factors, that enable realization of own ethnocentrism, which can subsequently reduce culture shock, caused by different approach to time, space, and especially to communication. The paper focuses on french ethnocentric companies, coming to the Czech republic after 1989 and keeping deliberately french management. Those managers, representatives of the french national culture, are confronted with the local czech culture. The thesis presents results of selected researches with their experience with czech employees. Despite a relatively close geographic location (in global scale), cultural diversity can be detected in many fields of company life, which can be the source of possible misunderstandings or even conflicts. Consequently, it can slow down the organization in reaching its target. As a possible defence, the thesis emphasizes the importance of good implementation of international human resource management, encreasing cross-cultural sensitivity and cross-cultural training for employees. Another possible recommendation for strengthening companies' own public image, is creating a code of ethics following the presented theoretical standards.