

Abstract

Bachelor thesis "An Analysis of Corporate Cultures Bata, Google and Toyota and Comparison of Attitudes of Employees in CR in 2011" briefly discusses the corporate culture in general- possible definitions, formation and change. Closer is discussed Schein's concept of corporate culture, especially his three level model. The study is also focused on corporate culture of Bata, Google and Toyota corporations, which was analyzed based on the available literature. A comparison of the concept of corporate culture of selected companies emerged categories of attributes of corporate culture shared by all three companies. These categories of attributes became the subject of empirical survey that was aimed at determining the importance of different attributes and their impact on overall satisfaction of employees in the Czech Republic.

The results of survey are a typology of employees and evaluation of attributes of employees from various companies in the Czech Republic in terms of their importance and in terms of how employees are satisfied with them. Based on survey could be determined which attributes should be preserve at current levels, thereby preserve the level of employee satisfaction, which attributes are potential for improving their level of satisfaction and those which have to some extent, lost importance and thus influence on overall job satisfaction with employment.