

## **Abstract**

The Diploma Thesis deals with the subject of firm culture and its influence on the motivation. It is focused especially on the analysis of firm culture and on the influence of firm culture on motivation. In this time is firm culture relatively well established field, and so this work is trying to point out the major approaches of firm culture. It analyses the known theories of motivation and then it deals with the links of firm culture and motivation. The influence of firm culture on motivation of workers working on business license is examined in the company, which deals with selling of real estates. This influence is being described especially by the influence of the elements of firm culture on the complete motivation and on different aspects of motivation as well. This work in its final form brings the reader an integrated view on firm culture, motivation and their interrelationship. It is focused especially on the influence of firm culture on motivation. The results of this work bring the information, that even under the conditions which are not favourable for firm culture it is possible to work relatively well on firm culture and its enforcement across the firm. These results go out from the combination of quantitative and qualitative methods. The research was based on the semi-standardized interviews with individually chosen respondents to which were added the self-filling questionnaires. This combination helped to better explanation a understating of the analysed problem.