

Global companies have to deal with cultural differences which may be source of misunderstanding in the moment when company expands in to the new location and tries to introduce own organizational culture in different country. This diploma thesis tries to identify possible complications which might arise to an American company running business in the Czech milieu.

At the beginning the thesis introduces main terminology and theoretical concepts related to the topic (labour market changes, globalization, culture, organizational culture etc.). The second part of the thesis is dedicated to the results of own survey made among the employees in the Czech office of an American company.

Survey is based on the results of the analysis of documents about Czech and American values (mainly about values related to the work) and is trying to analyze how Czech employees accept American corporate culture. Survey tries also to confirm differences which are rising from cultural value orientation of Czech and American population.