

## **Abstract**

The presented thesis addresses the topic of innovation corporate culture and instruments of measurement. The thesis is built systematically from the general to the specific. The first part deals with the general definition of culture and its characteristics, and further it is described the phenomenon of organizational culture with the elements, by which is determined. The last theoretical part is about the definition of a specific type of corporate culture, of which domain is to support long-term innovation capability. It is based on literature review on this topic.

Then it is introduced several tools that try to measure innovation culture or similar concepts and these are commented in relation just to the definition of an innovation culture. The following part is research, which contains the results of the use of tools, which was developed by Rao and Weintraub (2013) and evaluation of this tool. This tool was applied to a company, by which business is consulting in the field of innovation and designing of new products and services.

The research was conducted for the basic purpose of the tool - measuring the innovation corporate culture, but to evaluate the quality of the measurement instrument from the perspective of validity and from the methodology of the creation of the questionnaire, too.

The research proved that the instrument is valid, but from a methodological point of view, there was found some weaknesses in the questionnaire.

## **Keywords**

*Culture, corporate culture, innovation, innovation corporate culture, innovation leadership*