

ABSTRACT

The dissertation work focuses on currently highly observed issue of intercultural cooperation. Following the change of social situation the topic has become both a practical issue and a subject of research study. It compares and analyzes crosscultural and intercultural approach and criticizes both approaches for supporting social stereotypes, especially their negative aspects. It further emphasizes social psychological aspects of the issue, particularly social perception, social groups, hierarchical structure and organization of joint activities as systemproducing and meaningful source of mutual relationships. Supporting this by own research in ŠKODA AUTO it perceives such perspective as very efficient since it is based on practical experience and it also aims at practical problems.

Key words: Social perception, social groups, organization of common activities, crosscultural and intercultural approach, cultural standards.