

Abstract

The thesis called “The Analysis of Corporate Culture in CEZ“ is mapping the tools and analyzes the processes of Internal Communications, which are the drivers of Corporate Strategy and shape the Corporate Culture of the company.

The thesis is divided into two parts. The first part deals with theoretical approaches to Corporate Culture and Internal Communications, including their definition, implementation and applied tools, based on a search into work by domestic and foreign academics and practitioners of Corporate Communication and PR.

The second part focuses on the factual description of the functioning of the Corporate Culture, the processes which affect the creation thereof, and, above all, on the analysis of ČEZ a.s. attitude towards the Corporate Culture and the efficiency of its practical implementation through the Internal Communication channels. The synthesis and analysis provides some recommendations for the improvement of the processes forming the Corporate Culture.