

Abstract:

The purpose of this bachelor's thesis is to consider a newly emerging phenomenon of a particular branch within organizational culture, the culture of fun. It examines the culture of fun within an organization mainly from the standpoint of its creation and implementation in organizations, with regards to who specifically is responsible for it. The thesis consists of two parts – a theoretical part, attempting to define key concepts of culture of fun within an organization, aiming at referring to theoretical frameworks, trends within such subject and its contributions, both positive and negative, as possible resistance and cynicism to created or implemented culture of fun. And a practical part – using a qualitative method of comparative case study examination, comparing two companies, attempting to demonstrate how is the culture of fun created and implemented. In the end, it summarizes which facts affect this created and implemented culture of fun and its own form.

Key words:

organizational culture, culture of fun, organization, employee, leader, leadership, fun at work, fun work environment