Abstract:

The diploma thesis deals with the intersectoral cooperation between the non-governmental organizations (NGO) and the expert volunteers from the market sector. In the theoretical part, the work is devoted to individual sectors of the economy with an emphasis on the market sector and the civil sector, the causes of intersectoral cooperation, the intersectoral cooperation models and the phenomena that the intersectoral cooperation can potentially bring about. The aim is to find out how this cooperation is perceived by NGO staff through the theoretical framework of professionalisation and commercialization of civil society organizations. Using a qualitatively oriented research, the thesis examines the intersectoral cooperation of a participants in the Vodafone Foundation Year Differently project.