

Abstract

The diploma thesis called „Ritual elements in the practices of Herbalife Independent Distributors“ is focused on the manifestations of Randall Collins' interaction rituals on the example of multi-level marketing company - Herbalife. It tries to answer two questions: answer two questions: What does the Herbalife Independent Distributor community hold together? What motivates them to work, when everything is voluntary at Herbalife and they do not have a competitive driving force there? The connecting mechanism of the multi-level marketing structure and interaction rituals are practices of organizational culture. The most important are the physical meetings of members in which interaction rituals take place. By living interaction rituals, Herbalife members produce emotional energy, by which they empower the symbols of organization and the sense of group solidarity. Positive emotional energy has an impact on the cooperation of distributors with the organization, and it affects also their effort to achieve common goals.