Czech University of Life Sciences in Prague

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Diploma Thesis Abstract
Organizational culture in a selected company

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Summary

The work is pursuing a subject of organizational culture in a business organization. The subject is still upcoming, because it is an important determinant of a productive company and it influences competitiveness. The work is pursuing an influence of organizational culture for efficiency of business organization by making and changing the organizational culture. The practical part brings a research directed to a participation of employees during the organizational culture´s development.

Keywords: Competitiveness, efficiency, change, organizational culture, corporate culture, management, organization

Extended Abstract

Goals

The main objective in carrying out this work is to present business proposals to the company which is intended to improve organizational culture throughout the whole organization. It is anticipated that this will improve the efficiency of the organization and the loyalty of its staff.

Methodology

The introduction will show characteristic and history of the company. Based on the defined goals will be realized collection of relevant data. Data will acquire a Bachelor of internal information and is carrying Mountfield a.s. Will be used methods study of literature. Data will be from Czech company. In the practical part of the work will focus on examining the problem. "Organizational culture" which will be followed by a description and comparison of the data obtained.

Conclusion

Organizational culture is a concept that is described and defined in a number of professional publications, and the Czech Republic has been talking more about it since the 1970s. The frequent use of this term by the professional and lay public is growing in our country as a result of the advent of multinational companies, which consider the development of organizational culture and its continuous improvement as a quite obvious part of the organization's activity.

Thanks to the organized research, it could be managed to get information directly from the company, which can be a valuable source of information for the further development of organizational culture in each organization. Managers who realize the benefit of this information can consider their further activities or, if necessary, modify the sub-processes in the organization. The information may lead to a reflection on whether it is desirable to make certain changes in organizational culture.

The research revealed that most of the survey respondents were generally satisfied with the superior's approach to work assessments, how they were remunerated, how they had been given information on work assignments. The problem arose when the insight into organizational culture was deepened both from the theoretical and practical point of view, i.e. their direct perception in the workplace. It turned out that, apart from managers or students on the job, employees of organizational culture know almost nothing. The vast majority of her content has narrowed down (order at the workplace, etc.) or even interwoven with culture in general (theatre, music).

Organizational culture was narrowed in a research survey for better clarity and simplicity for respondents only to a selection of topics that are close to the respondents and deliberately did not create too wide a range of questions. The results of the research, especially the last part, have shown that organizational culture deserves greater attention to the management of organizations, especially in relation to employees and their awareness. The final evaluation of the research survey shows that research has shown people's interest in the issues that directly affect them in their work, i.e. awareness of their work tasks, fair and transparent remuneration, evaluation of the performance of the work tasks and general information the current situation of the organization. They are less or almost totally uninterested in the issue of further organizational development, because in their view it is a matter of the next few years and does not yet concern them directly, they feel no direct responsibility for it. Employees are usually only interested in their work, what will be now, what a month, for a maximum of one year. Therefore, we reiterate the need for management to pay attention to the more effective involvement of employees in co-decision on the future of the organization. Employees will be much better motivated, gaining overall awareness, understanding the importance and intent of their work tasks, which will benefit society as a whole. Organizational culture, this is above all a matter of values that the organization creates and presents. Even today, we can see that some organizations present their values externally as perfect, but it will prove to be incomplete. In

many organizations, there is a mismatch between the values declared and the values actually created (Lukášová, 2010, p. 21).

Now let´s evaluate how it have been managed to cope with the achievement of the goals of my work. At the beginning of the theoretical part, it was stated that particularly in the 70s and 80s of the 20th century there was a great lack of specialized books on the issue of organizational culture on the book market, and with the increased interest in the culture of the organization, measure. However, many professional publications on this topic have been published almost ten years ago, and now they are based on their revised and completed editions, but the original new work is still a relative shortcoming. This issue has not been avoided, and this work has been drawn from older date literature if more professional titles, including foreign, have to be included in the work. Nevertheless, I am of the opinion that a sufficient number of Czech and foreign literature has been gathered in order to map out the issue of organizational culture in the conditions of the Czech Republic and to apply the acquired knowledge in another practical part of the thesis.

At this point, the issue of self-reflection of the choice should be pointed out. First I thought that the chosen topic of the diploma thesis would be relatively easy and understandable, but the opposite was true. The difficulty of work resulted from the complexity of the issue of the presented theme of organizational culture. This is in itself a major problem for many organizations, both in terms of size (number of employees) and financial stability, for example. It is such a complex system of processes that take place in the organization that making a change in organizational structure is often not easy. In the theoretical part of my work I made an evaluation of organizational culture throughout its complex. I devoted my attention to shaping changes in organizational culture, including the model of its change and its implementation. On the basis of the theoretical part, I then deductively determined the objectives of the empirical investigation and the research questions and used the analysis of data obtained through the questionnaire to answer them. The choice of mixed research design in the area of data analysis (quantitative and qualitative) is retrospectively appreciated as suitable, because in my opinion, I succeeded in meeting the goals of the empirical part of the thesis both in the descriptive and in the explanatory plane. This is not only to quantify the elements of organizational culture under examination but also to understand the processes and their understanding by individual respondents.

In the work were used the findings of the authors of professional literature and they tried to get out of them interesting moments. I believe that, in particular, the empirical part of the work has produced interesting results that could be used in the next practice. However, the research is limited by the characteristics of a research sample, when it was not a representative sample of employees corresponding to the employee profile in the Czech Republic, but a sample available. Therefore, it would be necessary to extend the questioning to a representative sample, for example through a contract for a specialized sociological agency, for the possible generalization of the results for the whole population of employees in the Czech Republic. Another usefulness of the results could be seen within the scope of one organization. If, given the guaranteed anonymity of data collection, a similar research was carried out among all employees of one particular organization; the results would then be an image of the organization's organizational culture. The mapped strengths and weaknesses of organizational culture could then help not only improve management processes and improve quality, but also increase employees' satisfaction and make them more identifiable with the organization.

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