

Abstract

The dissertation concerns with the problems of family businesses on the example of one company HART-PIPE Ltd. Family businesses are in the world scale classified as the main actors in creation of GDP, employment and overall can be considered as the backbone of the economy. The biggest mover of the whole system of family owned companies is the organisational culture. At first this work looks into the theoretical concepts and current pieces of knowledge on the top is about organisational culture and other aspects which can be connected to it as, for example succession, gender roles in small family businesses or specific conditions on the Czech market. The main part of the work describes qualitative and quantitative research done on the company with the help of PEST, SWOT and Porter's five forces analysis. For the description of organisational culture was used a model based on the Cameron and Quinn's work, of which foundation we will introduce individual cultural profiles of the company. Combining qualitative and quantitative methods is possible to reach specific results and better setting of the whole context.

Keywords:

Research; small business; internal processes; structure; organisational culture; family business; OCAI; semi-structured interviews