

Abstract

The thesis is conducted in the form of applied sociological research in the company XY, where I work. Company XY belongs to a multinational corporation and is engaged in manufacturing and development for the automotive industry. The sociological research is conceived in the form of a quantitative questionnaire survey, specifically it was an exhaustive survey of 7 selected departments of XY. A total of 770 employees were contacted, the participation rate was around 50 % and the final sample consists of 395 respondents. The survey deals with the topic of employee identification with the company and attitudes towards the company, but also includes a block dealing with attitudes towards work, focusing on the topics of job satisfaction, meaningfulness of work, motivation for good work performance, social climate in the company and the topic of stability. The aim of the study was to find out what factors influence employee identification with the company. Using multiple linear regression, the results of our analysis confirmed that employee identification with the company is significantly predicted by the factor of motivation, and the degree of employee identification with the company is most influenced by whether the employee enjoys and finds the work fulfilling. Another significant predictor is the perception of the meaningfulness and necessity of the work performed. How long an employee has worked for the company has also a significant influence. In addition, I have addressed the issue of stability and the predictors affecting stability in company XY. Using binary logistic regression, we were able to identify the main predictors of stability, which are general job satisfaction, perception of unnecessary activities at work, and satisfaction with salary. The survey in company XY turned out very positive, employees are highly satisfied in terms of their attitudes towards the work and their attitudes towards the company.

Key words: identification with the company, work identity, job satisfaction, work motivation, company culture, stability, organizational development