

ABSTRACT

The aim of the research is to identify and analyze the needs in the field of human resource management within a small company, referred to as "Company XY". Another goal is the creation and definition of specific requirements for the HR position, which would be newly introduced within this company. The theoretical part of the diploma thesis defines the basic concepts related to HR and human resources management. It monitors the development of personnel work over time and changes in the approach and management of human resources. It relates the influence of a healthy organizational culture to the loyalty and commitment of employees and ultimately to the achievement of the organization's strategic goals. It summarizes individual personnel activities and the desired professional, general, digital and soft competencies of a personnel officer, as well as the specifics of personnel work in a small company. The empirical part of the thesis focuses on the research methods and tools used. It analyzes relevant documents and, with the help of conducted semi-structured case study interviews, ascertains the HR needs of the small "Company XY". It identifies the specifics of a small firm in general and the specifics of individual related firms related to their activities. It reveals the influence of the owner on the organizational culture and operation of companies, and the strategic goals of "Company XY". It examines the effects of the absence of a human resources officer in "Company XY" on the work of individual managers. He is looking for the best HR profile to meet the needs of "Company XY" and their related companies. At the end of the work, he answers all research questions that lead to the goal of the work.

KEYWORDS

Human resources management, personnel specialist, personnel activities, organizational culture, specifics of personnel work in small and medium-sized companies.