

Abstrakt (anglicky)

The topic of my bachelor thesis are teal companies and their functioning based on teal principles. At the same time, my thesis also delves into the topic of employer branding and employee value proposition as an integral part of the communication of companies in today's online world as well as a form of linking the values offered by the company. The aim of my thesis is to find out whether or not the employee value proposition presented by teal company Applifting on social media, and mainly on the social network Instagram, played a significant role in the job decisions making process of current employees or not.

To ensure objective results, the research part, specifically the questionnaire survey, was conducted in two comparable software companies based in Prague, but with different management styles. The results were compared to see how employees of these two different companies perceive the values presented by their company they currently work at. The results then showed that the employees do not perceive these values with a great difference, no matter if the company was teal or not.