

## **Abstract**

The aim of the thesis is to analyze the acquisition of golden collars in the field of IT in the Czech Republic. Firstly, the current world, often referred to by the acronym VUCA, in which the organisations find itself will be characterised. Knowledge-based organizations and related concepts will be introduced next. Then the text will focus on a specific group of workers, called gold-collar workers, their working conditions and then it will focus on IT workers who belong to the group of gold-collar workers. The text discusses the recruitment process, the competencies that HR managers or recruiters must possess, the specifics of IT recruitment, HR marketing and its impact on the recruitment of IT gold-collar workers. Attention is also paid to recruitment by through recruitment agencies in the Czech Republic. The thesis also includes a qualitative empirical investigation realised carried out using the method of semi-structured interviews. The informants respondents of the survey are recruiters working in recruitment agencies in the Czech Republic, who are engaged in the recruitment of IT specialists. The criterion for inclusion in the survey was experience in recruiting IT specialists in recruitment agencies for at least half a year. The aim of the empirical investigation is to analyse the specifics of the recruitment process of IT specialists through by recruitment agencies in the Czech Republic.

## **Keywords:**

golden collars, sourcing, recruitment, IT specialists, recruitment competencies, HR marketing, knowledge worker, knowledge organization, labor market