

ABSTRACT

This thesis focuses on analyzing the relationships between the FO (*front-office*) and BO (*back-office*) teams in a specific company, using social identity perspective. The research combines quantitative methods, such as the pictorial scale OSIO, and qualitative methods, including interviews and observations. It looks at how the teams perceive each other and differences in their identification, and how these factors affect their interactions. The main finding is that the FO team is seen as the main representative of the company, while the BO team is viewed as a marginal group, not fully integrated into the company culture and lacking equal opportunities. This status difference leads to lower motivation and engagement among BO members and increases stereotypes between the teams. The research results help to better understand intergroup relationships within the company and offer practical recommendations for improving the work environment.

KEYWORDS

social identity, self-categorization, intergroup perception, pictorial measurement