

Abstract

This thesis deals with the professionalization of the Czech Network of Mother Centres o.s. (civic association). The theme of professionalization in the context of civic sector organizations is a widely-discussed topic and it is up to the organization itself how it will professionalize. The Czech Network of Mother Centres o.s. is a civic umbrella association of maternity centres in the Czech Republic. The history of its establishment reflects the different stages of professionalism and efforts to improve and develop services. The first part of this thesis deals with definitions of professionalism, from which emerge three key areas: human resources, organization processes and organization transparency and communication with the external environment. In the second part of the thesis there is a study of The Czech Network of Mother Centres o.s. professionalized areas, and the reasons why it happened. The conclusion summarizes the research findings and formulates recommendations for the future direction of the Czech Network of Mother Centres o.s.

Key words

Professionalization – The Czech Network of Mother Centres – human resources – volunteering – structure of the organization – transparency – processes in the organization