

Abstract

The main aim of this thesis is defining employee loyalty in its entirety and describing the concept of employee loyalty based on a qualitative research.

The concept has been proposed by using theoretical knowledge, semi-structured interviews and qualitative method of thematic analysis with a partial process of grounded theory. The concept corresponds to the main research questions, and therefore formulates a theoretical definition of employee loyalty, loyalty aspects, and implications and possibilities of influencing loyalty within organizational processes.

The results obtained illustrate the relationship between the job satisfaction and employee loyalty. The job satisfaction affects building and maintenance of a loyal employee relationship with the organization, but it could be also the consequence of such loyal relationship.

The aspects of employee loyalty can include: personal skills, satisfaction, reciprocity of investments in the relationship, interpersonal trust, sharing of similar values and beliefs, experience, positive attitudes and desires, moral background, clear expectations and mapping of potential changes on both sides, knowledge of mutual goals, willingness to put common goals above individual ones, own responsibility towards common goals, mutual faith in the relationship, form of joint ownership, mutual trust, support and feedback, team and one's role in the team, reputation of the company in terms of one-sided relationship before joining the company as a manager, embodiment of the values of the organization.

Through the summary of the theoretical findings I describe the structure of the consequences of employee loyalty, which are: motivation, enhanced performance, profitability, credibility and relationships.

The concept of employee loyalty also includes the description of possibilities of influencing employee loyalty through various human resources processes.