**ABSTRACT**

Culture context of employee relationship management is the subject of the analysis undertaken in this article. The authors based on the assumption that the knowledge of what values and standards culturally conditioned guides nationalities or ethnic groups constitutes the foundation of people management in transnational organizations. The article containsresults of a critical analysis of the concept of Employee Relationship Management (ERM) and its culture context. The research problem undertaken in the article is: how does the cultural and national context influence the process of employee relationship management. On the basis of carried out analyses, it has been concluded that it is possible to distinguish dimensions of culture which support relations building in the workplace. Relationship management with employees is supported by: small power distance, femininity, collectivism and high contextuality.