**ABSTRACT**

Cultural and religious factors do have some connection with results achieved in business; it is particularly well visible on the financial market. The paper presented possibilities of researching connections between cultural and religious factors and success in business, based on selected measures. Analysis covers three areas: top managers’ incomes, effectivenessmeasured by return on capital,risk appetite of financial institutions with international capital and international board of managers. Indicators of correlations and comparison of measures used for analysis confirm inter-relationships of cultural and religious factors and success in business.