**ABSTRACT**

International Management means directing an enterprise’s performance exceeding the countries’ boundaries (i.e. across national borders). The international environment, especially its cultural dimension, plays a dominant role in shaping the effectiveness of internationalised business.

The aim of this thesis is to present the cultural aspects of International Management problems.

The first part of this paper shows major areas of International Management. Then there are brief characteristics of International Management concepts that refer to cultural dilemmas: the evolutionary theories of Transnational Corporations: the EPRG concept and I/R grid as well as N.J. Adler’s intercultural management models. The subsequent chapter presents selected problems of strategy and organizational structures, human resources management and international marketing in cultural aspects. The final part presents the concept of cultural effectiveness.