**ABSTRACT**

This publication is an attempt to determine factors enhancing pro-innovative organizational culture shaping. The analysis of literature leads to conclusion that the main factors of pro-innovative culture are strategy, structure-oriented goals, and trust relationships, behaviour stimulating innovation, work environment, customer orientation, and support mechanisms. The identified factors are difficult to even be considered as an established theory, but they can certainly serve as a starting point for better understanding of the issues of pro-innovative culture in the organization and further empirical research.