**ABSTRACT**

The article presents the impact of culture on the relations with entities from the international market environment. There were presented the definition of culture and the differences between national and organisational culture. However, the main aim of the article was to present the different approaches to the national and organisational culture’s dimensions (Hofstede, Trompenaars & Hampden Turner, Schwarz versus GLOBE) and the influence of cultural differences on implementing the relationship marketing on international markets.