Abstract
The demographic changes in the society together with globalization of the labour market show the necessity of diversity management as a consequence of the changing workforce structure. In the European Union, our nearest multicultural environment, the question of diversity has become a crucial issue. In the Czech Republic, both in theory and practice, it is diversity management a relatively new concept and a new area of management.
Presented results underline that diversity management should be understood in its development from the strategies of equality up to the concepts perceiving diversity and its application not only for business activities but also for the development of the civil society in general.

Key words
diversity, diversity management, human ressource development

JEL Classification
M12, M14