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SUMMARY OF DOCTORAL DISSERTATION

*Promotional and image-building activities of Cracow based non-governmental organisations.
Analytical study*

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The main goal of the dissertation is to show the condition of image-building activities and e-marketing of non-governmental organizations from Krakow: Szlachetna Paczka (Wiosna Association), the Polish Medical Mission Association and the Anna Dymna Foundation "Mimo Wszystko". Quantitative and qualitative analysis included websites, social channels, newsletters, 1% tax campaigns of the above-mentioned organizations, cooperation with influencers. The degree of recognition of these NGOs (non-governmental organizations) was also examined.

The research analysis is preceded by a theoretical part dealing with communication competence, promotion as its element, as well as traditional and modern promotional and marketing tools. This dissertation is the first publication that focuses on the analysis of e-marketing tools in non-governmental organizations in such a comprehensive and multi-faceted way.

This dissertation consists of an introduction, conclusion and four chapters, which include a theoretical part (chapters I and II), a practical part (chapter III), and the mix of theoretical and practical part (chapter IV). Chapter III was supplemented with the research methodology, the results of which were included in this part of the dissertation.

The first chapter of the work draws attention to the essence of communication competence, which gives rise to acts of communication, and also focuses on the ambiguity of this term. This chapter is intended to systematize the tools used for communication, in particular communication in an organization. This part of the work highlights the fact that transparent communication in the organization allows for the motivation, efficiency and effectiveness of employees. The author also looked at the origins of the organization, the evolution of forms of assistance, numerical data and the classification of various organizations. Another issue discussed in the first chapter is the key role of human resources as the core of a non-governmental organization. It is impossible not to mention the issue of

the organization's credibility as an important element of image building and the consequences resulting from the loss of public trust. In this chapter, the author also draws attention to the negative impact of the pandemic on the 3.0 sector, which resulted in the liquidation of many initiatives. Definitions, the classification of the environment of non-governmental organizations and the topic of PR in NGOs, are provided, as they closely influence gaining trust and the willingness to make a donation. In turn, making a donation has psychological aspects, which are also explained in this section. Chapter I indicates the differences between a non-governmental organization and a commercial organization, and explains the importance of promotion as an element of communication competence and the impact of promotion on aid activities and the development of the organization.

Chapter II explains the marketing communication process and the tools that can be used in this process. There is also a short historical outline of the development of marketing communication over almost a hundred years. In addition, a classification of tools was made into traditional and e-marketing tools, and due to the progressing technology, newly created marketing forms were also listed. The second chapter of the dissertation contains definitions and a description of the components of promotion typical for non-governmental organizations, i.e. a public service campaign. Bad and good practices of using marketing tools were cited on the examples of specific Polish non-profit organizations. This chapter analyzes the content of promotional tools used by the organizations based in Krakow discussed in this dissertation.

The topic of the introduction to the next chapter is the marketing audit and its components. The entire third chapter of the work is devoted to empirical research. The research included examining the websites of the above-mentioned organizations, examining their social media, and focusing on cooperation with influencers and e-mail marketing. The 1% (later changed into 1.5%) tax campaign was also analyzed.

In Chapter IV, the conclusions from the research conducted for the purposes of this work were confronted with the position of the representatives of the above-mentioned organizations in order to confirm or deny the validity of the research results. In the last chapter, an attempt was made to structure the promotional and marketing steps that should be taken by non-governmental organizations to conduct effective activities in the field of broadly understood promotion and obtain donations for aid activities. This chapter indicates the practical dimension of the experiences shared by experts in the field of marketing and the 3.0 sector.