

Summary of the PhD thesis entitled “Conditions for employer branding in companies from the IT industry operating in Poland”

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This doctoral dissertation provides information on employer branding (abbreviation EB). The literature studies, analysis of existing data, the author's observations, and personal involvement in business practice resulted in an interdisciplinary and strategic perspective on EB. **The main goal** of this dissertation is to identify, analyze and diagnose the conditions determining the strategic role of employer branding in the IT companies operating in Poland.

Concerning the established topic and adopted research assumptions, **the structure of the dissertation** consists of two main areas – theoretical-methodological and empirical – which include five chapters.

The first chapter is devoted to a critical review of the literature on the subject from an interdisciplinary perspective. The sources and definitions of the employer branding concept were analyzed. Additionally, a review of the relationship between corporate and employer brands was carried out, and the concepts of image and reputation in the context of EB were systematized.

The second chapter pertains to the location of the employer branding concept in the structure of an enterprise. The approach to the place and role of the EB was systematized through the analysis of theoretical models. In addition, a review of selected concepts supporting employer branding in enterprises such as talent management, transformational leadership, diversity management and teal management was carried out.

The third chapter focuses on the presentation of the methodological aspects of the conducted research process. It discusses the main research assumptions, intellectual construct and adopted research methods. The theoretical model of EB was presented, and the course of empirical research, techniques and tools used, as well as the selection of research samples and their characteristics, were described.

The fourth chapter is devoted to the empirical aspects. Based on the analysis of existing sources, the Polish IT industry was characterized from the perspective of the economic situation and in terms of employees' expectations. Successively, the results of quantitative research conducted on 291 respondents responsible for implementing activities in the field of EB in enterprises at the operational level were presented. The results were also analyzed and

interpreted, and the research hypotheses were verified. Afterwards, the results and analysis of the qualitative research conducted on nine respondents responsible for managing the employer branding in IT companies at a strategic level were presented.

The fifth chapter, the summary of the dissertation, presents the theoretical and applicational conclusions from the conducted research and discusses the original model of employer branding in companies within the IT industry. The last element of this chapter contains recommendations as to the directions of further scientific research in the EB field

The whole study concludes with the summary, which presents the degree of achievement of the goals of the dissertation.

The study uses 276 national and international literature sources, taking into account the historical development and classic approach to the employer branding concept, the results of the latest theoretical and practical research, and related new management concepts.

The adopted interdisciplinary perspective of the EB in the strategic context allowed enriching management and quality sciences with a new point of view, which is the contribution of this dissertation to the development of these sciences. In addition, the proposed model of employer branding in companies within the IT industry and a set of tools for developing the EB strategy enriches the existing application achievements in this area.

Keywords: employer branding, IT industry