

## Summary of the doctoral dissertation

The main purpose of the dissertation is to identify the relationship between the phenomenon of customer engagement and the perceived value of a shopping center.

Two main layers can be distinguished in the structure of the dissertation, i.e. theoretical and methodical-empirical one. The doctoral dissertation consists of five chapters preceded by an introduction and summarized at the end. The first three chapters present the results of the literature query in the areas of customer engagement, customer value and the shopping center phenomenon. The fourth chapter is methodical, while the last one presents the results of the research.

In the first chapter of the dissertation, an attempt was made to conceptualize the concept of customer engagement. It presents the essence of this phenomenon and its theoretical sources in the scientific achievements of marketing. In addition, it presents the motives, forms and areas of customer engagement in the company's marketing activities. This chapter also presents conceptual models of customer engagement described in foreign and Polish literature.

In the second chapter, a literature study was conducted on the concept of value, customer value and customer value creation. It highlights the various stages of creating value for the customer and identifies the concepts of value management. The chapter presents the relationship between the main research constructs of the dissertation, i.e. customer engagement and the perceived customer value.

The third chapter is devoted to literature studies in the area of shopping centers. The first part discusses the concept of a shopping center as well as the genesis and development of this retail format, while the second part deals with the issues of customer behavior in the space of the shopping center and in creating the value of this center.

The link between the theoretical and empirical parts is the fourth chapter - it presents the conceptual assumptions, organization and course of research. In addition, it describes in detail the researchers' questions, goals, and hypotheses. It also presents research methods, techniques and tools.

The fifth chapter is an empirical attempt to exemplify the research problem. It presents the conclusions of the study, practical implications and recommendations for further steps in scientific exploration.

In the process of collecting the data needed to develop the theoretical part, secondary sources of information were used. Primary sources were used in the empirical part both quantitative and qualitative, obtained during the research of customers of shopping centers.

**Keywords:** customer engagement, customer value, customer value creation, shopping center.