

SUMMARY

The main objective of this doctoral dissertation is the application of the design thinking method in regional intangible cultural heritage management.

The dissertation is based on an approach which combines the neopositivist-functional paradigm and the interpretive-symbolic paradigm. The research subject of the dissertation falls within the field of social science, in the discipline of management and quality studies. It corresponds with the following subdisciplines: methodology of management and quality studies, process and project management, public and non-profit organisation management, and innovation management.

The dissertation is diagnostic, conceptual, and methodological in its approach. As a result of the conducted analyses, the author observed that there had been no research concerning the areas explored in the dissertation, which allowed her to frame and justify the research subject. The main hypothesis and the detailed hypotheses were formulated using the method of logical and heuristic analysis and construction, based on the defined objective. The main hypothesis has the following wording: “Design thinking is an effective tool of regional intangible cultural heritage management”.

The author used the plural heterogeneous approach, characterised by the combination of both quantitative and qualitative methodologies. The research process was based on method triangulation, comprising the following: analysis and review of relevant literature; reports concerning intangible cultural heritage in Poland and abroad; questionnaire-based surveys; research experiment; semi-structured in-depth interviews; non-participant direct observation; discussion moderated as part of the research experiment; benchmarking of the solutions related to the application of design thinking in regional intangible cultural heritage management; and statistical analysis of the research results.

The dissertation comprises five chapters, preceded by an introduction and a table of contents, summarised in a conclusion section, and completed with a list of literature, tables, and figures, as well as a set of attachments. The first chapter contains the characteristics of cultural heritage and intangible cultural heritage, the evolution of the meaning of these terms, and the model of intangible cultural heritage management in Poland. The second chapter includes reflections on the role of design, design management processes, and the design thinking method, also in business management. The methodological foundations for the adopted research approach are presented in chapter

three. The research objectives, hypotheses, and methods are described there as well. Furthermore, this chapter contains a description of the operationalisation of variables, tools used for measuring them, and the characteristics of the research sample.

The fourth chapter presents the possible applications of the design thinking method in the field of regional intangible cultural heritage management and a proposal for a design thinking process model for intangible cultural heritage.

The main empirical part of the dissertation consists of the analysed results of the quantitative and qualitative research, presented in chapter five. This chapter contains the descriptive statistics and analysis of the studied cultural institutions, non-governmental organisations, and local governments which embrace intangible cultural heritage in the scope of their activities. The second part of this chapter presents the results of the qualitative study conducted among the participants of two design thinking workshops focused on the subject of intangible cultural heritage. One workshop group was composed of young professionals whose work included heritage management, while the other group was composed of participants of a research experiment – craft heritage depositors from Cieszyn Silesia. The author has identified the key factors of the application of the design thinking method in the area of intangible cultural heritage as well as the outcomes of applying design thinking and the obstacles and limitations to this method. The model of design thinking method in the area of intangible cultural heritage adopted on the basis of literature has been reviewed and assessed.

The final section is a reference to the objectives and hypotheses set out at the beginning of the dissertation and the degree of their validity is determined. The conclusions from the conducted research are outlined in the final section, alongside the presentation of the elements of novelty in the study and the most important research achievements for the theory and practice of management science. Moreover, the author presents practical recommendations, indicating the limitations of the adopted research approach and suggestions for further research.