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Summary

The subject of the doctoral dissertation was "Management of service enterprises in the SME sector with the use of social media".

Over the past years, social media has evolved to become more enterprise-driven. Insufficient knowledge and preparation for conducting marketing activities on social networks by service companies from the SME sector, prompted to undertake research and wider analysis in this area. With this in mind, the purposes of the doctoral dissertation are:

The main purpose of the dissertation:

"Defining the main areas of use of social media in service enterprises from the SME sector."

And specific objectives:

- Objective 1: Characteristics of service enterprises and social media,
- Objective 2: Identification of the impact of social media on selected aspects of enterprise operations,
- Objective 3: Determining determinants influencing the decision of service companies to be present in social media,
- Objective 4: Assessment of the impact of social media on the activities of small and medium-sized service enterprises.

Defining the purposes allowed for the development of the main hypothesis:

"Social media is an important factor in supporting the management of a service company from the SME sector."

In the context of the main hypothesis, three detailed hypotheses were also adopted:

- H1: The use of social media supports the recruitment process in service companies,
- H2: There is a relationship between the presence in social media and the recognition of the service company,
- H3: The use of social media by service companies plays an important role in establishing and maintaining customer relationships.

The doctoral dissertation has been divided into five chapters. The first three are theoretical, while the fourth and fifth chapter contain a description of the research methodology and statistical processing of the results with conclusions.

The first chapter discusses the issue of the enterprise - the definitions, main features and types are reviewed. The subject of the considerations was also the concept of enterprise management. The service sector was analyzed further in the chapter. At the end of the chapter, topics related to the challenges of modern enterprises were discussed.

Chapter two is about social media. The genesis of social media, their characteristics and division were presented. Areas that can be effectively supported by social media have also been identified.

Chapter three focuses on the importance of social media to business operations. The role of social media in selected areas of management was indicated, as well as the importance of having a company profile in the process of brand building and company recognition.

The fourth chapter describes the research methodology, the goals and research hypotheses are also presented. The respondents and the surveyed enterprises were characterized. The goals of presence in social media, determinants of using social media and aspects related to the company's strategy in social media were analyzed.

In the fifth chapter, selected statistical methods were used to analyze the collected research material. The main areas of influence of social media on the surveyed companies were identified, including recruitment, company image and customer relations.

The doctoral thesis was completed with conclusions and recommendations for service companies that use social media in their activities.