

SUMMARY

This dissertation provides a valuable source of information and data on the benefits and objectives of applying personnel marketing tools to human resources management in banks. It not only provides and deepens existing knowledge in this area, but also identifies solutions and tools that most strongly influence bank employee satisfaction in this area. The following research objectives were pursued in this study:

- a diagnosis and evaluation of the use of personnel marketing tools in human resources management in cooperative and commercial banks was made,
- personal marketing tools used in human resources management in cooperative banks and commercial banks were compared,
- a diagnosis was made of the knowledge of personal marketing tools among managers and executives in banks,
- a model of personnel marketing for banks was developed.

It was possible to achieve the set research objectives by using appropriate research methods and techniques. The theoretical part of the dissertation was based on the literature study method, while the empirical research was carried out using triangulation of research methods, i.e. the implementation of both quantitative research (questionnaire) and qualitative research (interview). The survey was conducted among employees of commercial and cooperative banks using CAWI and PAPI techniques. The qualitative research, on the other hand, complemented and developed the quantitative research and was carried out using the author's interview questionnaire. They were conducted among employees of commercial and cooperative banks.

This dissertation contains: an introduction, five chapters - of which the first two are theoretical and the result of a review of the literature on the subject, and the next three are empirical in nature, a conclusion, a bibliography, lists of tables and figures, appendices and an abstract of the dissertation in English.

Chapter one discusses the nature of human resource management and personnel marketing and personnel marketing and compares personnel marketing with other complementary concepts such as internal marketing, employer branding and employee experience. The second chapter was devoted to considerations of personnel marketing against the background of activities implemented as part of banks' human resources policies, present in the literature, laying the groundwork for deliberations on the use of the concept's tools in

human resources management in banks. This chapter also presents a brief historical overview of the formation of the term 'bank'. This is followed by a discussion of the place and role of these institutions in the Polish banking system. In addition, a classification of banks according to the adopted criteria is proposed and their types are characterised, with particular emphasis on the comparison of cooperative banks with commercial banks.

The content of the third chapter is focused around the presentation of the issue adopted by the author of the thesis and the organisation of own research, on the basis of which the empirical part of the thesis was developed. In this part of the dissertation, the author described the research methodology, including the objectives, hypotheses and research methods used, and the research sample was characterised. The fourth chapter includes a discussion of the practical aspects of the issue of personal marketing in banks and the tools used within it. These are shown on the basis of the author's own quantitative research among bank employees in the Polish banking sector. On their basis, the author made an empirical diagnosis and assessment of the use of personal marketing tools in human resources management in these institutions. Also included in the considerations was the determination of the level of familiarity with the discussed concept among the respondents and verification of the impact of individual tools on respondents' satisfaction. The final stage was a summary of the research and verification of the adopted research hypotheses. The final chapter of the dissertation presents an explication of the results of the qualitative research. Based on the analysed results of the quantitative and qualitative research, a scheme for the selection of personnel marketing tools for human resources management in banks was developed and a personnel marketing model for these institutions was developed. The chapter concludes with an indication of the existing research limitations and the direction of further research in the field of the addressed issues.

The author hopes that this dissertation will be usable and useful in the practice of commercial and cooperative banks operating in Poland. The dissertation is also expected to have a positive impact on filling the research gap and to influence the development of the discipline of management and quality sciences.

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