

Summary

The subject of this dissertation focuses on analysing the impact which social media has on shaping the business models of enterprises in the creative sector. The theoretical and empirical research conducted aims at understanding how social media shapes and adapts business models in the context of dynamically changing market conditions. The availability and popularity of social media are also relevant in the business domain. The virtual world triggers changes, addressing the needs and expectations of entrepreneurs for quick access to information and knowledge, as well as the pace of decision-making. Companies increasingly use social media to promote their products and services. For the medium-sized and large enterprises examined in this dissertation, social media provides an excellent platform to promote ideas, build brand awareness; and to attract customers without incurring substantial advertising costs.

The primary objective of this dissertation was to identify the key elements of social media impacting the components of business models of companies in the creative sector. The specific goals were achieved through theoretical and empirical analyses in the respective chapters. Goals C1 and C2, concerning theoretical aspects, were addressed in Chapters One, Two and Three, where the existing body of knowledge on business models was systematised and the role of social media in the creative sector was defined. Goal C3 was achieved in Chapter Four, focusing on the impact of social media on the components of business models. Goals C4 and C5, which are empirical, were achieved in Chapter Five by assessing the utility and profitability of social media in building business models and communication with customers and stakeholders in the creative sector. The research, which included qualitative and quantitative methods, enabled a holistic understanding of the role of social media, contributing to the improvement of the communication and marketing strategies of enterprises. In-depth interviews with marketing experts representing the creative sector and surveys provided data that allowed for a thorough examination of the relationships between social media variables and business model elements.

The statistical analyses conducted, including Spearman's rank correlation, allowed for an in-depth examination of the relationships between the studied variables. The

research results confirmed that social media significantly impacts the shaping of business models for enterprises in the creative sector. It was shown that social media is not only a communication tool but also a strategic element influencing revenue generation, customer relationship management and the ability of enterprises to implement new solutions.

The dissertation provides a comprehensive insight into the role of social media in shaping modern business models, highlighting their crucial function in adapting creative enterprises to rapidly evolving market environments. It is also important to note that social media influences key pillars of business models, such as the offer, the customers, the potential and the financial aspects.

The empirical research results provide new insights into the ways social media can enhance the utility and profitability of business operations. The originality of this work lies in integrating management theories with practical applications of social media, which is particularly relevant in the context of rapid technological advancements which enable creative enterprises to effectively adapt to new market trends and challenges. The research findings can be directly applied in business practice, supporting companies in the effective management of and adaptation to new technological challenges. The conclusions from the research confirm that social media has a significant impact on various aspects of these enterprises' activities, including revenue generation, customer relationship management; and implementing innovative solutions.

In summary, this dissertation provides a solid foundation for future research and practice in management, marketing, and business models, contributing to a better understanding and effective use of social media in the creative sector. The conclusions and recommendations presented in this work can significantly influence the future development directions of creative enterprises, supporting their ability to operate creatively and effectively in a dynamic business environment. Future research may focus on a more detailed analysis of individual social media platforms and the impact of social media on other sectors of the economy.