

Internal Marketing in shaping the attitudes of the employees of the higher education sector in Poland on the example of public universities

Abstract:

In this doctoral thesis there have been presented considerations regarding the conditions in which the organizations operate, as well as a critical review of modern concepts of human resources management and internal marketing. The analysis of world literature identified the research gap and set the framework of own research. The research has been conducted among three groups of respondents: academics, their supervisors and students of selected departments of polish public universities. As a research method there have been used a survey and partly structured interviews. Based on the analysis of the gathered empirical data there have been presented the range of use of selected internal marketing tools (such as: internal communication, internal marketing research, motivating, internal PR, building the relations among the main internal and external stakeholders, employees` participation in creating value for the external client), as well as employees` attitudes and students` satisfaction resulting from studying at the surveyed departments. In this paper there have been also formulated recommendations appertaining to the conditions which should be created in the sample departments to enable effective usage of selected internal marketing tools, with regard to the implemented and planned reforms of the higher education sector.