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DOCTORAL THESIS SUMMARY

Marketing in creating the image of the municipality and increasing its effectiveness on the municipality of Lodz province

Keywords: *territorial marketing, municipality, image of the municipality, creation of the image of the municipality, effectiveness of marketing activities, brand recognition, Lodz voivodship*

The subject of the dissertation is the issue of marketing in the context of creating the image of the commune, building the recognition of the organization in relation to the communes of the Lodz region. The legal and economic independence of self-government units in these communes after 1989 resulted in the creation of competition also between territorial self-government units. The task of providing the commune with development is before local government. Cities and municipalities, similarly to enterprises, compete with each other for residents, tourists and investors. The review of the scientific literature in the field of territorial marketing and the image of the commune shows that this phenomenon is still not sufficiently researched. The main purpose of the dissertation was to diagnose and assess the current state of marketing activities undertaken by municipal authorities aimed at creating the image, increasing their attractiveness and competitiveness.

The observation of socio-economic changes that took place in self-governments after 1998, indicates that the municipalities face many problems related to development and face important challenges. The development of municipalities and their recognition is increasingly dependent on the use of tangible and intangible assets of given settlement units. This involves the need to compete in the territories market. The assessment of marketing activities presented by the municipal authorities in the thesis may contribute to the acquisition of a competitive advantage by the commune. Observed on the basis of the results of the analysis of the analysis, they become aware of the complexity of the application of marketing in municipalities and the essence of the image. The analysis of the literature related to marketing and image and the results of own research obtained in the dissertation provide the basis for stating that evidence of the accepted thesis has been provided that the use of a comprehensive

marketing mix in the municipality's self-government activities favors building a positive image and recognition on the territory market.

Considerations on the image of the commune were presented in relation to management sciences. The considerations were based on a broad analysis of scientific literature. Penetrating content from the area of management, marketing, psychology or sociology determine the complexity of the problem under investigation. The dissertation consists of five chapters, of which the first three chapters are based on the analysis of existing data, including subject literature, legal acts and statistical data. The fourth and fifth chapter has a methodological character, and - research character.

The dissertation presents quantitative and qualitative research carried out in the Lodz region in 2016-2017. The first stage consisted of surveys and statistical surveys in all urban, urban-rural and rural communes in the Łódź Voivodeship, with the exception of Łódź. As a result of the obtained data, the study analyzed communes against the dominant functions: industrial, commercial and service, tourism, recreation and agriculture. In the second stage, case study studies were carried out in municipalities selected as a result of the targeted selection. The dissertation presents the results of own research in relation to adopted hypotheses. Based on the results of the research, recommendations and recommendations for decision-makers in municipalities were constructed to make full use of marketing tools in the activities of local government units, thanks to which a positive image of the commune will be created.

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