

ABSTRACT
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Title of the doctoral dissertation: Social activity of an organisation and its image on the local labour market using Kopalnia Wapienia "Czatkowice" sp. z o.o. as an example.

The doctoral dissertation addresses the fundamental issue of social activity of an organisation. The lack of a full definition of the social activity of an organisation (SAO) in the subject literature has made it necessary to "borrow" from concepts supporting the creation of a full definition of the SAO issue, i.e., from the concept of corporate social responsibility, a dual labour market, stakeholder concept, sustainable development concept, and the Green HR idea. The new emerging concept of the social activity of an organisation is the foundation for the social activity of the company, thus creating conditions for targeted actions dedicated to the stakeholders of the organisation identified on the local labour market.

The main goal of this dissertation was to indicate the relationship between the social activity of an organisation and its image on the local labour market of Kopalnia Wapienia "Czatkowice" sp. z o.o. (Limestone Mine in Czatkowice, Poland), and the relationship between the three entities of the organisation's social activity, using the example of the organisation under study, i.e., the Human Resources Department, the Corporate Social Responsibility Department, and trade unions.

The problem raised in the doctoral dissertation is complex (multi-dimensional), which meant that it was considered on many levels. Therefore, both quantitative and qualitative research methods were used, which ensured a higher quality of research results, reduced measurement error, and the practical use of said results. In order to obtain empirical data for analysis using statistical methods, the author used commonly known tools used in this type of research, i.e., a survey questionnaire and individual in-depth questions. The selection of respondents for both studies was purposeful and was conducted in paper form.

The survey questionnaire consisted of five sections (Co-operation with education, Sports activity, Local traditions, Volunteering, and Image). Each section of the survey questionnaire consisted of two types of questions: the first concerned knowledge of the organisation's activities (Are you familiar with the following activities carried out by Kopalnia Wapienia "Czatkowice" sp. z o.o.?); the second concerned the respondents' opinions, which were assessed using the 5-point Likert scale. The survey covered: – Employees of Kopalnia Wapienia "Czatkowice" sp. z o.o. (internal stakeholders); – External stakeholders of the organisation, i.e., retired employees of the Company, and representatives of institutions from the Krzeszowice commune.

The qualitative survey was conducted among representatives of institutions operating within Kopalnia Wapienia "Czatkowice" sp. z o.o., including representatives of the following areas: HR, CSR, trade unions, and the Association of Mining Engineers, and Technicians (SITG). The qualitative survey consisted of 17 questions and was conducted through individual in-depth questions in the form of a questionnaire-type interview.

The dissertation consists of an introduction, five chapters and a conclusion, including the author's most important conclusions and the results of the objectives set at the beginning of this work. The first chapter is devoted to theoretical issues related to the issue of social activity of an organisation. The second presents the subject of the issue of managing the image of an organisation on the labour market. The third includes a detailed description of the issue of social activity of an organisation and functions and tasks of entities involved in the social activity of the organisation. The fourth contains the methodology of the presented research. The fifth characterises the studied sample, it conducts a reliability analysis and presents the results of empirical research. The last part of the work contains an indication of the activities of SAO in the studied organisation and conclusions and recommendations resulting from the empirical research, literature research, and the author's own observations.

Based on the obtained results, it was shown that from the initial analyses regarding the assessment of individual aspects, respondents best assessed the activities undertaken within the framework of the organisation's image. The research model of the impact of the organisation's social activity on its image on the local labour market, verified by research, presents the impact of SAO elements (patronage, sponsorship, and volunteering) on its stakeholders (internal and external), through the implementation

of activities within two indicators, i.e., co-operation of the organisation with education and within the local traditions. No direct statistically significant relationship was found between sports activity and the image of the Mine, nor the relationship between volunteering and the image of the Mine. According to the author, this creates an area for further research identifying SAO indicators that may affect the image of an organisation.

At the same time, a statistically significant effect of the variable – co-operation with education on the image of the Mine, and the influence of local traditions on the image of the Mine was found.

Conclusions were also drawn regarding the greater attention of the organisation to improving communication within the mine. The key may be to create a strategy and provide appropriate communication tools for transparent transmission of information to all interested stakeholders of the company.

The issue of the organisation's social activity seems to be prospective for both theory and practice. Continuing work on the issue of SAO may contribute to the identification of new competences for entities responsible within the organisation for social dialogue with said stakeholders. This is an important aspect especially in the era of implementation in companies of various types of activities within the field of sustainable development, which are elementary issues, especially for the new generation of employees. Thus, the issue of the organisation's social activity may be a criterion for choosing a place of work by its potential candidates.

Keywords: social activity, corporate social responsibility, dual labour market, stakeholder concept, Green HR idea, image, local labour market, human resources department, trade unions.