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Abstract of the doctoral dissertation entitled:

The effectiveness of marketing communications on socially sensitive investments in the energy sector

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The dissertation explores effectiveness of marketing communications regarding socially sensitive investments in the energy sector. Socially sensitive investments have been defined as intrusive to the environment and feasible only by social consent. Their peculiarity, rooted in the conflict between the interests of the local community and the investor in the process of locating the investment, requires an appropriate way of conducting marketing communication, taking into account the a set of changeable social conditions and serving to achieve the intended objectives of the company implementing the investment. The marketing communication as a process of obtaining and transmitting information by enterprises to the surrounding entities in order to obtain their response can influence the recipients' attitudes towards socially sensitive investments. The marketing communication should be effective, and its effectiveness has been defined on the basis of praxeology, which implies that the intended goal is achieved and the compliance of the result with the goal is positively evaluated.

The main goal of the dissertation is to identify the factors that favor and limit the effectiveness of marketing communications regarding socially sensitive investments in the energy sector. Secondary goals include designing methods of evaluation for the effectiveness of marketing communications regarding socially sensitive investments in the energy sector and developing recommendations relating to the creation and implementation of marketing communications regarding socially sensitive investments in the energy sector. On top of that, the doctoral dissertation formulates the thesis and research questions.

Preparing the doctoral dissertation included the following steps:

- review of scholarly sources on marketing communications, project, risk and stakeholder management, and the energy sector;

- research based on the investor's own materials for the construction of Poland's first nuclear power plant, and also the investors in shale gas exploration and construction of onshore wind farms between 2010 and 2020;

- research based on marketing communications in online channels, including social media;

- individual in-depth interviews with the investor's management staff in the construction of Poland's first nuclear power plant and also investors in shale gas exploration and the construction of onshore wind farms between 2010 and 2020.

The dissertation consists of seven chapters. The introduction describes the research problematics and expresses the dissertation's goal, the thesis, the research questions and structure of the dissertation. Chapter One is devoted to the problem of the effectiveness of marketing communications, with an indication of its place in marketing and the tools it uses, and it proposes methods of evaluation for the effectiveness of marketing communications. Chapter Two addresses the characteristics of socially sensitive investments and the location conflicts associated with them. Chapter Three addresses the essence of investments in the energy sector, with particular emphasis on their sensitivity aspect, and its subsequent subchapters meticulously describe the investment in the construction of the first Polish nuclear power plant and also the investors exploring shale gas and implementing the construction of onshore wind farms. Finally, the chapter relates to the issue of marketing communications regarding socially sensitive investments.

Chapters Four through Seven are devoted to research on the effectiveness of marketing communications for the three types of investments studied. Chapter Four describes the methodology of the research conducted. Chapter Five deals with the investment in the construction of Poland's first nuclear power plant. Chapter Six deals with the investment in shale gas exploration. Chapter Seven deals with the investment in the construction of onshore wind farms. Each of the chapters presents an analysis of investors' own materials, an analysis of marketing communications on socially sensitive investments in online channels, and an analysis of individual in-depth interviews with the management staff. The chapters present the results of the research, providing summaries. The dissertation ends with the conclusions and suggests recommendations for business practice, pointing out limitations of the research

conducted and directions for the future research on the effectiveness of marketing communications.

The results of the study indicate that – due to the nature of the investment processes in the energy sector, which are characterized by phasing – the effectiveness of marketing communications regarding socially sensitive investments in the energy sector is determined by its application in all phases of investments. Marketing communications should be involved in all the phases of investment, which allows for the appropriate involvement of local communities in the investment process. This guarantees and improves the chances of investors to carry out investments on schedule. The research also shows that marketing communication for these investments takes place in the context of their specific external conditions, which are interconnected with – and interact within – the investment process. Internal conditions also interact with investors' choice of marketing communications.

The dissertation has provided answers to the research questions related to the factors that promote and limit the effectiveness of marketing communications, as well as those related to evaluation, creation and implementation of marketing communications for socially sensitive investments in the energy sector. Finally, the thesis was proved to be true, and the secondary goals, as well as the main goal of the dissertation, were achieved.