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Abstract of doctoral dissertation

Determinants of organizational innovations of financial services industry in Poland.

Scientific supervision of the dissertation:

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### **Summary**

The doctoral dissertation concerns analysis of determinants of organizational innovations which took place in Polish sector of financial services. Based on periodical reports of Polish Central Statistical Office<sup>1</sup> - financial institutions are on the top of the most innovative types of companies. Unfortunately main analysis are usually performed by GUS and other researchers based on new products, processes and services. Organizational aspects belongs to minority of innovation subtypes which the researchers was interested in. Additionally there was no knowledge about main factors which leads to organizational innovations in that sector. That's why it was decided to fill in that research gap.

Main objective of the dissertation is to analyse primary factors that determine organizational innovations in the sector of financial services in Poland. Specific objectives are related to the factors which are internal or external, favourable or restrictive to organizational innovation. Additionally, the dissertation tries to identify actions needed to enhance capacity for organizational innovation in the financial services industry in Poland.

The problem of the determinant of organizational innovation in the financial services industry in Poland is presented in four chapters, to answer following questions:

Q 1 - Are the financial services industry innovative?

Q 2 - What kind of innovation prevails in the financial services industry?

Q 3 - What factors have the greatest impact on innovation in the financial services industry?

Q 4 - What are the main factors affecting the capacity for organizational innovation in the financial services industry in Poland?

Q 5 - What are the benefits of organizational innovation implementation in the financial services industry in Poland?

Q 6 - What are the barriers for implementing organizational innovation in the financial services industry in Poland?

The first chapter provides basic definitions related to innovation, innovation, diffusion of innovation, innovation process and innovation activities. A review of the literature has

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<sup>1</sup> GUS – pol. Główny Urząd Statystyczny

characterized the innovative activities of companies in Poland, with particularly focus on the financial services industry and organizational innovation.

The second chapter presents both the definition and the importance and the factors influencing the capacity for organizational innovation, with a particular focus on the effects of innovation. This chapter discusses theoretical approaches to organizational innovation. Factors that have a positive or negative impact on the organization's ability to innovate in this way have been identified.

The third chapter presents the characteristics of the financial services industry, including financial services enterprises operating in Poland. An organizational culture was discussed as a prerequisite for organizational innovation in such organizations. The description is based on an analysis of both the closer and the further environment. A summary of the chapter is a description of the types of organizational innovation implemented by the financial services sector in Poland, based on a literature analysis.

The fourth chapter presents the results of its own research. Data was gathered by the analysis of secondary study and survey with CAWI<sup>2</sup> technique. Surveys were carried out among financial services companies in Poland. The characteristics of the companies and respondents studied were described. The definition and role of organizational innovation implemented in these enterprises are outlined. The main factors (both internal and external) for organizational innovation in financial services enterprises have been identified. The benefits of implementing organizational innovation and the barriers identified by respondents were identified.

The final chapter presents a summary and conclusions of the study, as well as practical recommendations that could support the creation and implementation of organizational innovation in the financial services industry in Poland. They could therefore help these kinds of organizations to drive innovation.

**Key words:** determinants, organizational, innovation, financial services

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<sup>2</sup> CAWI - Computer Assisted Web Interview