

Summary of the PhD dissertation
Social Media in Creating Innovations in Enterprises
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The operation of social media is more and more recognized in the economic world and their potential – more and more frequently identified. The scope of the use of social media in economic practice is very extensive. Social media are used in marketing, employee recruitment, sales, customer service, R&D, engaging the customers in discussions on services and products and in a joint product development¹. A growing popularity of social media in enterprises is conditioned by a few factors. One of them is a growing, through social media, involvement of customers in innovative actions of enterprises, which, in turn, triggers a decrease in corporate overheads, knowledge processing speed and efficiency². It is yet another incentive for the enterprises to invest in social media. Nevertheless, the existing literature offers few guidelines on how to develop social media applications for creating innovations³. A challenge faced by today's enterprises is to understand how to make social media provide an innovation potential, how to use the wisdom of the crowd to make essential business decisions. Bearing all that in mind, the aim of the dissertation has been *to evaluate the use of social media for creating innovations in the enterprises under study and to provide applicable guidelines*.

As part of the execution of the objectives and the aim, verification of the research hypotheses formulated and the response to the research question, the Author has performed an analysis of secondary sources and own multistage research which involved various research methods, including:

- 1) an online survey with 150 enterprises participating,
- 2) the Delphi method with 17 experts participating,
- 3) an online survey with 356 social media users participating,
- 4) a case study which investigated 5 enterprises.

¹ C. C. J. Cheng, D. Krumwiede, *Enhancing the performance of supplier involvement in new product development: the enabling roles of social media and firm capabilities*, "Supply Chain Management", Volume 23, Issue 3, 2018, s. 175.

² W. G. Mangold, D. J. Faulds, *Social media: The new hybrid element of the promotion mix*, "Business Horizons", Volume 52, Issue 4, July 2009, s. 362.

³ M.-I. Muningera, W. Hamed, D. Mahrc, *The value of social media for innovation: A capability perspective*, "Journal of Business Research", Volume 95, February 2019, S. 116, witryna internetowa: <https://www.sciencedirect.com/science/article/abs/pii/S0148296318304855>, [data wglądu 26.02.2019].

The results of own study presented in the doctoral dissertation have facilitated verifying the research hypotheses. As a result, four of five research hypotheses have been positively verified. It has been found that there are no grounds for them to be rejected. In one case, however, the analysis of the study results has provided the grounds for rejecting the research hypothesis that acquiring innovation ideas is the most frequently indicated goal of using social media in the enterprises studied. The research has demonstrated that developing relations with customers is the most frequently indicated goal of using social media in the enterprises.

With all the observations in mind, one can consider the results presented in this dissertation as a springboard for a better and more profound understanding of the impact of social media on developing innovations in enterprises and an inspiration for contemporary organizations.