

POLITECHNIKA ŚLĄSKA  
Wydział Organizacji i Zarządzania

**ROZPRAWA DOKTORSKA**

**SYSTEM MARKETINGU ANALITYCZNEGO  
JAKO NARZĘDZIE  
WSPIERAJĄCE REALIZACJĘ STRATEGII  
INSTYTUTU BADAWCZEGO**

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Praca doktorska napisana pod kierunkiem naukowym  
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**Abstract of Doctoral Thesis titled: "An analytical marketing system as a tool supporting the execution of the strategy of a research institute"**

Considering:

- the significance of research and development activity for the economy, particularly its innovative aspect,
- the need to conduct studies concerning marketing in the public sector, as a result of their limited scope and the restriction to traditional marketing instruments,
- and the necessity to improve marketing efforts in research and development institutions,

this doctoral thesis has undertaken the issue of applying analytical marketing as a tool supporting the execution of the strategy of a research institute.

The primary research problem was formulated as follows: How to design an analytical marketing system supporting the execution of the strategy of a research institute, and how to evaluate the results of the action taken within this scope (system performance efficiency)?

The primary goal of this thesis is to design an analytical marketing system supporting the execution of the strategy of a research institute. The accomplishment of this goal involves three theoretical goals and six practical goals.

The final results of the discussion and research undertaken as part of this thesis include:

- Diagnostic research results regarding the current state, the barriers and the needs for using marketing tools in research institutions in Poland.
- An analytical marketing system supporting the execution of the strategy of a research institute.
- Verification results for the analytical marketing system supporting the execution of the strategy of a research institute on the example of GIG (case study).

The above results constitute a contribution to the development of research concerning the application of marketing in the public sector with the purpose of improving the activity of research institutes and complement the research gap identified within this scope. In particular, the work undertaken as part of this thesis made it possible to supplement the knowledge and research results concerning strategic management and marketing in the public sector with information regarding:

- the key areas and aims of the strategies of research institutes as well as the principles of their evaluation,
- the comparative analysis of the activities of research and development institutions in Poland and selected European Union states,
- the diagnosis of the state of marketing and strategic tool application in the activity of research institutes in Poland,
- the barriers and needs concerning marketing tool implementation in research institutes in Poland,
- the possibilities and scope for analytical marketing application in research and development,
- the sources and methods for collecting, processing and interpreting data for the purposes of analytical marketing in a research institute,
- the principles of analytical marketing system design and integration with the goals and actions defined in a research institute's strategy,
- the guidelines for verifying the performance of an analytical marketing system in a research institute.

**Keywords:** marketing, analytical marketing, marketing tools, analytical marketing indices, analytical marketing system, organisation strategy, balanced scorecard, competitive advantage, research institutes.