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RELACJE MIĘDZY KREATYWNOŚCIĄ
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EKONOMICZNĄ PRZEDSIĘBIORSTW

Streszczenie pracy doktorskiej
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The phenomenon of creativity is of interest to many scientific disciplines, such as psychology, sociology, education, philosophy, management science, and economics. In recent years, there has been a fundamental change in the approach to creativity in economics. It is claimed that the era of creative economy has begun. Nowadays, the key competence is the creative use of knowledge, which is the main source of competitive advantage.

Currently, one of the most important categories in economics is broadly understood efficiency. It can be defined as the result of the actions taken, described by the relation of the effects achieved to the expenditures made. Efficiency is the subject of much discussion, analysis and research.

The scientific problem addressed by the dissertation is to determine the influence of employees' creativity on the economic efficiency of companies. This topic is particularly important because: (1) there is a lack of in-depth empirical research and broader theoretical analysis in the field of the economics of creativity, (2) a satisfactory operationalization and exhaustive empirical testing of the phenomenon of creativity is desirable, (3) there is a lack of instruments to measure and explore the relationship between employees' creativity and economic efficiency of companies. The issues discussed relate to J.A. Schumpeter's economic theory of creative destruction.

The main objective of the dissertation is to determine the relationship between the creativity of employees and the economic efficiency of companies in the subsector *Designing computer systems and related services* (5415) in Rzeszów according to the North American Industry Classification System (NAICS).

The companies of the mentioned subsector are the subject of the study. The population consists of 109 companies. The vast majority of them are microenterprises employing no more than 5 persons. That is almost three quarters of the population. The research sample was not randomly selected. It consists of 15 enterprises (13.76% of the population). The total number of interviewed employees is 128. The period of the research was from September 2022 to November 2022.

The following research methods were used: study of scientific literature, diagnostic survey method using a questionnaire, analysis of empirical data using statistical methods (graphical representation of data, descriptive statistics, analysis of dependencies and correlations for qualitative characteristics, Data Envelopment Analysis - DEA). The Creative Achievement Questionnaire (CAQ) was used to measure employees' creativity. Net profit was chosen as an indicator of economic efficiency. It is a synthetic measure for evaluating the efficiency of companies. The licensed computer program Microsoft Excel and the interactive web application deaR-Shiny were used to develop the results of the own research.

Based on the research results and the analysis conducted, it is claimed that there is a certain relationship between the creativity of employees and the economic efficiency of companies.