

Tadeusz Kowalski

Shaping the image of an employer in the local self-government offices, as found in the Lubuskie province

Summary

The analysis of the problems of the image of the local self-government office as an employer results from a variety of reasons, both theoretical and practical. Local self-government offices operate in a turbulent environment and should therefore be regarded as dynamic organizations that are subject to constant changes. Not only the knowledge and skills of the employees are of importance here but also the perception of their offices as a workplace. One of the key questions is to identify what factors and how they affect the assessment of working conditions for the employees.

The research problem of this dissertation is to determine what are the possibilities and limitations of local self-government offices in shaping the employer's image? Also, how the image of the employer affects the behaviour of the employees of local self-government to exploit the potential of employees and whether this image could be linked with the performance of the organization? The main objective of this dissertation is to identify and analyze the factors that shape the current image of the local self-government offices as an employer and an indication of possible changes in this respect.

This dissertation covers a systematization of concepts associated with the image of the employer. The features, functionality, costs and benefits associated with the image of the employer and its shaping into the local self-government offices have been described. The "landscape" and "toxic" typology of the employer's image has also been depicted. The factors responsible for the shape and meaning of the image of local self-government offices as an employer have also been described: determinants related to the environment, the individual employee and the organization. The relevance and degree of implementation of the most important workers' interests have also been verified. Based on the employer scale "ideal-forced", some characteristics of "employer by choice" and "employer by force" have also been developed.

The research revealed the lack of implementation of a number of workers' interests, large differences in the perception of acceptable values by the management and employees as well as numerous dysfunctions (such as stress, overwork, lack of integration, hiring friends).

Directional proposals to improve governance in the local self-government office have been formulated by proper shaping the employer's image. Also, the necessity for the introduction of a code of values in offices has been stressed. This is a document forming the sphere of values, and by this, the image of the employer.

The first three chapters are theoretical, chapter four is a research study. The fifth is a summary and conclusions. The research part contains the results of studies conducted in the period 2014-2015 in the local self-government offices (mainly in the province of Lubuskie), among potential and former employees and selected private organizations. The results of the research might become useful for several recipients: the representatives of the scientific community, the management of local self-government offices, representatives of state administration authorities affecting local self-government offices, as well as local government's employees.