

Zachłona T., CREATION OF ITS OWN IMAGE BY NON-PUBLIC HIGHER EDUCATION INSTITUTIONS AS A MANAGEMENT INSTRUMENT, PhD dissertation written under direction of dr. hab. Tadeusz Borkowski, Faculty of Management and Social Communication, Jagiellonian University, Cracow 2015, 323 pages, 295 bibliographical items, 4 appendices, 33 tables, 14 diagrams, 35 charts, 1 cartogram.

## **Abstract**

The past twenty years have seen the advance of the concept underlying organization and management theories with regard to higher education institutions, which is mostly driven by dynamic changes occurring in the institution's environment as well as an increasingly marked and experienced demographic decline.

The primary aim of this dissertation is to diagnose actions undertaken by non-public institutions of higher education in the field of image creation as well as to determine whether shaping the image is a significant instrument of managing such institutions.

The author applied several research methods, thereby gathering an extensive body of factual material. A leading method included a diagnostic poll method which utilized two research techniques: survey questionnaire and interview. Poll surveys conducted among three groups of respondents enabled triangulation of data. Ancillary methods, which allowed for marshalling of facts as well as drawing conclusions and generalizations from empirical material collected, were statistical techniques as well as a method of critical analysis of academic and specialist literature. The method completing the survey used in the process of collecting research material was a complementary observational method.

The findings obtained allowed the author to present actions concerning image creation undertaken by non-public institutions of higher education as well as to diagnose image creation as a managing instrument applied in such institutions .

The shortage of consistent publications devoted to the issue of image creation within the context of managing organisations such as institutions of higher education provided an inspiration for the author to approach this subject matter.

Therefore, the present study is an attempt to bridge a gap in academic literature addressing the issues of image creation as a instrument for managing higher education institutions.

## **Key words:**

Higher education institutions, colleges, management of higher education institutions, management instruments, image creation.