

## **Summary of the doctoral dissertation**

### **„ Relationship Marketing as a factor in competitiveness of enterprises in the chemical industry market”**

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A significant level of technological advancement in Polish and foreign investments in the chemical industry sector, in particular innovation, short deadlines for execution of orders, and increasingly high expectations of contractors, have initiated changes in classical marketing into the concept of relationship marketing. In the context of relationship marketing, partners conduct dialogue with each other, which leads to better understanding. Permanent two-way flow of information between the customer and the producer enables quick response to changes notified by the client and preventing its loss to the competition. The idea of implementing the principles of relationship marketing on the chemical industry market is to provide the company with long-term effects resulting from having loyal, reliable customers. It is particularly important when the production and installation process results from innovative technology involving both interested sides.

The above premises became an impulse to undertake research on identification of key determinants conditioning the adaptation of the concept of relationship marketing on the industrial market and the determination of the impact of partner relationships with contractors on the competitiveness of Polish enterprises.

The dissertation assumes that there is a relationship between partner relationships with contractors and the competitive advantage of industrial enterprises. On this basis, the main objective was created, for which it was considered „examining the relationship between the degree of relationship marketing in the company and the market position in the chemical industry ”.

Intermediate goals will be used to achieve this objective:

1. identification of significant factors influencing the implementation of the concept of relationship marketing,
2. defining the level of partner relationships in chemical companies.

The work consists of five chapters. The first chapter discusses issues related to the market as the basic institution of the economy. In further part of this chapter, there were presented the differences between the consumer market and the industrial market. This chapter also presents the method of making purchases by enterprises. The functions of the purchasing platform, which is an integral part of the industrial market, are discussed. Indicated aggregates such as demand and supply were indicated as well as the price being their resultant. There were also identified factors affecting the competitiveness of enterprises such as: production, distribution, marketing. In the further part of this chapter, the potential of the chemical market in the world is presented by switching to the domestic market. This chapter identifies competitiveness factors on the chemical industry market in Poland.

The considerations taken in the second chapter concerned the marketing communication process with the institutional client and / or mass client. Marketing communication as well as all other processes of marketing management is subject to constant change. Currently, communication based on traditional techniques can be only a prelude to further dialogue between the company and the client. The effectiveness of this dialogue appears only when not only the company but also the client has a voice (two-way communication). New technologies, such as the Internet and mobile telephony, make the company's dialogue with the customer become massively available to consumers, which in turn leads to the company being able to become a recognized brand with great ease or, quite the opposite, may have problems acquiring new customers. Choosing marketing communication tools, most companies take into account the element of the occurrence of the relationship.

The third chapter is devoted to discussing the concept of relationship marketing, which implies the formation of strong and stable links between partners, which have a fundamental impact on reducing the costs of partner enterprises. These relationships also allow partners to develop a unique strategy, thanks to which they will be able to resist the actions of competitors on the market. Nowadays, relationship marketing on the enterprise market is presented as a philosophy of managing a modern enterprise. The determinant of this statement is the integration of the contractor with the company, which implies building lasting relationships between trading partners.

In the fourth research chapter, the main objective began. For this purpose, a research method based on purposeful selection was used, according to which the author of this dissertation selected 159 entities for research, which, according to the researcher, act the most dynamically on the market of the chemical industry in Poland. The quantitative study was conducted in the period from July to the end of September 2017 year. In a study on relationship

marketing as a factor in the competitiveness of companies in the market of chemical industry 81 (51%) of the 159 chosen to represent the company has participated. The fifth chapter presents the characteristics of selected relationship marketing models presented in numerous scientific publications. The main purpose of the fifth chapter was to develop a relationship marketing model for the needs of the chemical industry market in Poland consisting of three phases: relations with the environment, building relationships based on quality and partner relations with the customer on the chemical industry market. The completion of this dissertation takes into account the answers to the questions posed in the research work thus confirming that the companies in the chemical industry appreciate the concept of relationship marketing. This concept is of particular importance when the economic slowdown appears on the market. According to the surveyed companies, partnership relations with suppliers or customers significantly affect the strategy of their operation on the market of the chemical industry in Poland. Summing up, it should be noted that the considerations taken in this dissertation in connection with the conducted research allowed for a positive verification of the thesis that there is a relationship between partner relationships with contractors and the competitive advantage of industrial enterprises.

Keywords: chemical industry, communication, relationship marketing, customer orientation, trust, quality,