Dissertation abstract

MARKETING STRATEGY FOR
THE ACQUISITION AND INTEGRATION OF IMMIGRANTS
FOR THE NEEDS OF THE LABOUR MARKET IN SILESIAN VOIVODSHIP

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The starting point for this dissertation was a reflection on the problem of the presence of immigrants in territorial marketing strategies.

Local authorities, while conducting an active policy towards entrepreneurs, should be aware of the shortages of employees on local labour market. The necessity of immigration management, also at the level of local authorities, appeared, among others, in the standpoint concerning the immigration integration policy of the state, at the Convention of Marshals of Voivodeshhips of the Republic of Poland (7.06.2019): "Poland needs a far-sighted, coordinated, multi-level and effective integration policy, which will be developed and implemented not only by state administration but also by territorial Local authorities, social and economic partners, civil society organizations, academia and immigrants themselves".

Multi-level migration management is a postulated, in the face of current negligence, management activity on many territorial levels: transnational, national and local, as well as intertwining of various spheres - public and private, internal and international. Moreover, this kind of management is designed to define the dynamics of management and eliminate the barriers of the decision-making system, understood: physically - as the boundaries of territorial units, and functionally - as political constraints. Management of migration and integration of immigrants is a complex process, because spatial and process relations create a complex network of connections. The analysis of literature on economic migration showed the lack of publications and scientific research indicating, in descriptive and prescriptive aspects, how to create local migration strategies consistent with the national migration strategy. Furthermore, the analysis showed a deficit of studies defining how to build
marketing strategies within territorial marketing, including strategies aimed at attracting immigrants who will fill labour shortages.

The aim of the thesis was to develop a procedure for building a model for marketing strategy for attracting and integrating immigrants for the needs of the local labour market in the Silesia Voivodeship. The thesis attempted to elaborate on the Andrzej Szromnik's idea identifying migrants as area of interest for territorial marketing. Presented strategy is an original concept for the implementation of the model, together with the guidelines for its implementation. Theoretical and cognitive aims include: determination of the role and importance of marketing in the processes of acquisition and integration of immigrants for the needs of local labour markets; identification of conditions for shaping the marketing strategy of acquiring and integrating immigrants for the needs of local labour markets; recognition of the role of the municipality and county in the organization of the local labour market. The methodological objective was formulated as follows: the possibility of using Andrzej Sztando's strategy of local authorities in constructing a model for marketing strategy which would acquire and integrate immigrants for the needs of local labour markets in the Silesia Voivodeship. Additionally, the utilitarian aim of the thesis was to prepare recommendations for local government top management indicating how to design a strategy of acquiring and integrating immigrants for the needs of the local labour market. The strategy was assumed to became a tool for managing migration in the commune and to incorporate the concept of marketing in it.

The theoretical part of the thesis is the result of academic research conducted for review purposes. The intention of the author, reflected in the empirical part of the dissertation, was to present the results of the research, which provided an insight about the implementation of the marketing strategy of acquiring and integrating immigrants for the needs of the labour market in the Silesian Voivodeship. Triangulation was used in the research, presenting a consistent research methodology at particular stages of the research process with justification of the methods selected.

The dissertation consists of five chapters. The first chapter indicates the role of territorial marketing in local authorities unitmanagement and elaborates on the role of marketing in solving problems connected with acquiring and integrating immigrants. The chapter ends with a discussion on the relationship between the development strategy of the municipality and its marketing strategy in the area of immigration. The second chapter
describes the Silesian Voivodeship as a place of foreigners' presence on the labour market. Based on academic research, the phenomenon of migration- its causes and related legal determinants are presented. European and Polish experiences in constructing and implementing strategies aimed at immigrants are also mentioned. The chapter discusses the Gdansk "Model of integration of immigrants" which was initiated by the President of Gdansk, Pawel Adamowicz and was the result of practitioners’ and academics’ teamwork. The third chapter describes the theoretical basis for building a marketing strategy for attracting and integrating immigrants for the needs of the local labour market in the Silesian Voivodeship. Chapter four proposes a solution to problems of acquiring and integrating immigrants in the Silesian Voivodeship, a solution which is based on empirical research. The chapter contains indications for migration authorities in local authorities. Chapter five shows a model of building a marketing strategy for attracting and integrating immigrants for the needs of the local labour market in the Silesia Voivodeship, based on Andrzej Sztando’s model of building a development strategy for the local government unit. In the final model, some of Sztando’s elements were adapted or removed, while new, specific guidelines were introduced in others. The model contains also elements of the Gdansk "Model of integration of immigrants". Expanding the applied methods of integration of immigrants, the author proposed a unique solution for initiating the process of migrants’ integration with the use of new media tools. The development of the model was based on the assumption that after taking into account the characteristic features of local labour markets, it can be adapted to the areas of other voivodeships. The presented model is an academic contribution to science in the area of local government.

The thesis conclusion contains suggestions for further research and practical application of the model in local authorities. Lack of experience of local authorities in managing migration requires the design and application of a proper tool.