

SUMMARY IN ENGLISH

Innovation is currently recognized as one of the main drivers of development. While the commercial sector has traditionally taken the lead in implementing innovations, public administration, especially at the local level, is playing an increasingly significant role in this process. Cities and metropolitan areas, through the concentration of universities, businesses, research and development centers, and business incubators, create favorable conditions for the emergence and growth of innovation. In the public sector, innovations primarily serve to improve the quality of services and the lives of residents by introducing new, integrated approaches to problem-solving. This includes both technological solutions: such as mobile applications or digital tools, and social innovations that support the development of more accessible, efficient, and inclusive public services.

Innovations in administration are most often implemented in the form of projects, which are inherently complex, dynamic, and subject to a high level of risk. These projects require not only interdisciplinary approaches and learning during implementation but also a new approach to management – both in terms of tools and organizational culture. Despite the growing importance of projects, project management in local government administration remains a challenge and a relatively novel area, often encountering organizational, procedural, and staffing barriers.

This dissertation focuses on the development of a stakeholder relationship management model for innovative projects carried out by public administration, with particular attention to the specific characteristics of the GZM Metropolis as a unique entity within the Polish administrative system. The model is based on a literature review, qualitative research, and a case study, and it addresses real managerial needs related to stakeholder relations in project environments.

Stakeholder relationship management is crucial to the success of innovative projects. Unlike in the private sector, where relationships are built for competitive advantage, in public administration the primary goal is the common good. Stakeholders influence the project in a variable and dynamic way; therefore, relationship management should be a continuous process encompassing all stages of the project life cycle. The proposed model allows these relationships to be approached in a systemic, phased, and adaptive manner, supporting both planning and implementation.

Empirical research conducted in the GZM Metropolis confirmed the importance of numerous factors influencing the quality of stakeholder relationships – both supportive, such as organizational values, ethics, or the prestige of collaboration, and limiting, such as politicization or complex procedures. Respondents rated highly the impact of values such as honesty, equal treatment, sincerity, and respect. The most positively evaluated communication methods were face-to-face meetings and workshops, while informational activities, such as newsletters or websites, received lower ratings. The emphasis was placed on authentic dialogue and purposeful actions rather than self-promotion. The study also identified essential competencies for effective relationship management, including clear communication, attentive listening, adaptability, creativity, and expectation management. Among the most effective tools indicated were public consultations, goal and value matrices, communication platforms, and stakeholder maps.

The main research objectives of the dissertation have been fully achieved. The author analyzed the process of managing innovative projects in public administration and the significance of stakeholder relationships in this context. Based on a literature review, case study, and qualitative research (CAWI and FGI), both internal and external factors influencing these relationships were identified, along with key competencies and tools, and institutional barriers and conditions were outlined. All research questions were answered, allowing for a deeper understanding of the complexity of stakeholder relationship management in innovative public sector projects.

The main goal of the dissertation – developing an original stakeholder relationship management model for innovative public administration projects, using the example of the GZM Metropolis – has also been achieved.

In conclusion, the developed relationship management model addresses the identified needs of local administrations implementing innovative projects. It takes into account both the complexity of the operating environment and the need for a systematic, ethical, and transparent approach to stakeholder collaboration. This model not only supports achieving project goals and better resource utilization but also contributes to the implementation of the Sustainable Development Goals – particularly Goal 17: Partnerships for the Goals – by fostering a new quality of cross-sector collaboration and increasing public acceptance of administrative activities.