

## Summary

Zakład Ubezpieczeń Społecznych (*Social Insurance Institution, abbreviation ZUS*) is one of the major Polish institutions. Tasks carried out by ZUS make it the most important executor of social insurance. Due to the size, complexity, importance and variety of the tasks, as well as the measures taken to execute them, it takes a significant place in the country and it is also a very important institution for a well-functioning society.

The following dissertation presents changes in the structure of administration of social insurance and shows the scope and range of the achievements from the past years, which have had an impact over the solutions currently implemented by ZUS. The main aim of this research is presenting the Social Insurance Institution and its role from the perspective of the (insured) clients from the Silesian voivodeship, in the context of the strategy and actions taken by ZUS, aimed at improvement of the quality of provided services.

The aim of the research was confronting the manners of viewing ZUS by various groups of respondents. This allowed analysing and describing actions taken by the Institution in order to improve its image, and stating the effects of those actions on grounds of social reception.

This dissertation consists of seven chapters. In the first one (*Instytucje społeczne – Social institutions*), various definitions of a social institution have been presented. The tasks and functions of the above-mentioned institutions have been described and the conditions of their proper functioning have been stated. The features of the institutions and their kinds have been described in detail. The need for creating such an institution has been clarified, as well as its aim. In the further part, the first chapter concentrates on presenting the notion of trust, according to multiple theoretical concepts throughout the history of social sciences. Next, it focusses on presentation of modern sociological theories of trust, including the interpretation of trust according to P. Sztompka.

The subject of a detailed study in chapter two (*Public relations jako składnik kształtowania wizerunku w instytucji administracji publicznej – Public relations as a component of shaping the image of a public administration institution*), is stating the place of public relations in the process of shaping that image. The chapter is closed by a concept of mission and vision in administration and their role in the above-mentioned process.

Chapter three (*Rozwój idei ubezpieczeń w Polsce – The development of the idea of social insurance in Poland*) opens with presentation of the organisational scheme of the

Polish social security system. The further part presents the history of functioning of the social security system, beginning 1881. The presented history is focussed on significant events having an impact over the present-day forms of insurance.

In chapter four (*Zakład Ubezpieczeń Społecznych i jego pozycja w administracji ubezpieczeń społecznych III Rzeczypospolitej – ZUS and its position in the administration of the social insurance of the Third Republic of Poland*), the structure currently in force has been presented in detail, as well as the tasks and aims taken on by ZUS. It has been stated, which elements currently constitute the Polish social insurance system. In the further part of the chapter, the assumptions and the manner of the re-shaping strategy, implemented in 2010, have been described. The main aim of the strategy was improvement of the clients' satisfaction through the designing processes and organisation of resources, simultaneously maintaining the clarity and effectiveness of management of public funds.

In the fifth chapter (*Metodologiczne założenia badań empirycznych – Methodological assumptions of empirical research*), methodological assumptions have been formulated, including the following: the subject matter and the aim of the research, the set of questions constituting research problematics and the used methods and techniques, the characteristics of the researched population and the manner of sampling have been presented. The course of in-the-field research has also been described. The formulated main problem has been described in detail on grounds of previously-mentioned cognitive purposes, which resulted in obtaining systematic research problematics, enclosed in 5 problem units concerning: stating the level of knowledge of the insured about ZUS, learning the opinion of the insured about the institutional activity of ZUS, learning the opinion of the insured on the subject of the quality and effectiveness of co-operation with ZUS, learning the attitude of the insured to the changes implemented by ZUS and the assessment of the effectiveness of the actions connected with the strategy, vision and mission implemented by ZUS.

The sixth chapter has been written on grounds of own research. The layout of the chapter's content has been based on the thesis formulated in chapter five and the presented research problematics.

The final, seventh chapter, has been focussed on presentation of a hypothetical model of actions aimed at highlighting the mission role of the Social Insurance Institution.