

Streszczenie

THE INFLUENCE OF INFORMATION ASYMMETRY FLOW ON THE MANAGEMENT OF UNITS IN THE SECTOR OF MODERN BUSINESS SERVICES

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Information asymmetry is considered a situation when one of the groups of stakeholders possesses more reliable or current information regarding close future than the other group. Such a situation indubitably gives competitive advantage to one of the parties present at the market. Undoubtedly, transnational corporations are such entities whose main field of action is plurality of products or services offered at a wide spectrum of local markets. Although most corporations present a positive financial result because of the economy of scale, the managers often tackle with constant inner action restructuring.

As a result of global competition and constant aiming at the decrease of costs not directly connected with the target activity, and, at the same time, maintaining the quality of products and services at a higher and higher level, entities such as services centers have begun to appear. It is an entirely separate entity treated on partnership rights among other entities of the same group.

Indubitably, units such as services centers tackle with the problem of information flow at multiple fields of activity. Managing an enterprise with a differentiated structure affected by a few stakeholders at different levels of activity is connected with a huge challenge. The asymmetry of information flow is an aggregated phenomenon, which causes its additional deformation. The deformation of information flows may come from the top to the bottom of the organization or conversely as well as in a horizontal perspective. Moreover, the customer and the board of the capital group are often involved in the flow.

Taking the abovementioned into consideration, the main motivation for undertaking the topic of the present Ph.D. thesis is the need to identify the factors of the information asymmetry flow and the way they influence the management in services centers.

The present thesis has been prepared basing on literature and empirical studies. The subject range of the theoretical part encompasses the definition of the information

asymmetry flow as a phenomenon existing in the sector of modern business services in relation to the management of these units. Moreover, the theoretical part also embraced the issues related to the services centers which became the object of the conducted studies. Over 250 bibliography resources have been used in the analysis of literature points.

The subject range of the empirical part was based on own study with the use of statistical methods. The obtained results allowed to answer the questions representing the main aim and the additional detailed aims of the present Ph.D. thesis.

The main aim of the thesis is the assessment of the information asymmetry flow and its impact on the management in the units of modern business services sector.

The theoretical aim of the thesis is systematizing the current knowledge concerning the existing research and development tools and existing models of management in the subjects of modern business services sector.

The study aim of the thesis is specification of the characteristic features of the information asymmetry flow and determining their impact on the development of services centers and management's decisions.

The practical aim of the thesis is identifying the existence of the asymmetry phenomenon in inner and outer information flows and determining the key information flow management elements, which improve the optimization of the decisions made in the units of the modern business services sector.

Basing on the abovementioned considerations the main hypothesis has been admitted as follows: information asymmetry flow substantially impacts the decisions at different levels of management in the units of modern business services sector.

The following subsidiary hypotheses have been presented in the context of the main hypothesis and the dissertation's aims realization:

1. It is possible to systematize the research-development achievements and the management models in the context of the subjects of modern business services sector;
2. It is possible to distinguish repeatable symptoms of information flow imperforations at different levels of management in services centers;
3. It is possible to indicate majority generation groups in the sector of modern business services and to distinguish repeatable common behaviors for that environment;
4. It is possible to indicate the characteristic features of the information asymmetry flow and to determine their impact on management in the units of modern business services sector;

5. Because of the use of appropriate techniques, tools, and procedures it is possible to diminish the negative influence of the information asymmetry flow on management in the units studied.

The dissertation has theoretical-empirical character and consists of five chapters.

Chapter 1 refers to the information asymmetry flow, its definition and meaning in today's enterprise. The last subchapter indicates the existing communication models and contains theoretical formulation of the model made by the author of the present dissertation.

Chapter 2 contains theoretical deliberations on the units representing modern business services sector. Mostly English literature was used there due to limitations in Polish publications.

Chapter 3 is a part devoted to the issues of the unit's evolution in the sector. Although the idea of the services center was known in the '80s, the author of the present thesis distinguishes the phases of the discussed unit's transformation through the changes on the market.

Chapter 4 is based on methodological assumptions of the research conducted. It also answers the question why a chosen sample may be considered a reflection of the whole sector. It is also a chapter which is partly conditioned by derivative research.

Chapter 5 is based on own research and visually presents the conclusions drawn on the data collected. This chapter is mostly focused on the analysis and assessment of the information asymmetry flow impact on management in the units of modern business services sector. The summary of the chapter as well as the whole dissertation is the presentation of a proprietary model which was complemented with the results of a questionnaire.

The collected and classified conclusions list, especially those which refer to the information asymmetry flow influence on management, may be an introduction to a broader debate and further research encompassing other industry sectors. It is also a condensed source of knowledge, which may be used during managers' everyday work in the units of modern business services sector.