

Streszczenie w języku angielskim

Summary

Transformational change of the economic and political system in Poland in 1989, led to a transition from a centrally planned economy to a free market economy. This sector - including cultural organizations - transforms and changes in various ways: organizational, legal, financial, mental, ownership, changes in funding. Poland's accession to the European Union was an important moment for the cultural sector. The cultural organizations received financial support, thanks to which they managed to do a lot of investments and projects in the sphere of culture.

The mainstream consideration of this dissertation is project management issues in the cultural sector in Poland. The author characterizes the organization of the cultural sector, analyzes its typology, reviews the strategies used in the cultural management. The discourse describes the problem of the designation of indicators to assess the efficient, effective and efficient management of culture and effective project management.

The dissertation is based on theoretical analysis of available sources of literature, reports, research study of the Ministry of Culture and National Heritage, the National Cultural Centre and author's research. The above mentioned sources were the basis for verification of the three research hypotheses and attempt to answer the research questions.

The research disclosed that there are still many challenges and necessary changes to be done among major areas of cultural organizations. In order to input the desired changes in the organization, increasingly used to manage the project, which poses project managers are increasingly demanding. There are many problems in project management, ensuring the sustainability and continuation after the completion of the project, the lack of applications or use the small-scale project management methods in the cultural sector, unprofessional, inefficient or ineffective project and cultural organization management, often lack the inclination inclusion methods of project management in organization management model of culture.

Cultural sector organizations are increasingly applying for various alternative sources of funding, including the financial resources for projects, although it is not leading strategy in these organizations. Raising funds from projects is often the only possibility to operate and *maintain the organization. The grants from the organizer are too low and do not allow for substantive activities. On the other hand, there are many of financial, organizational, technical*

problems of project management. Most project management techniques were taken from the methodology used in EU projects Cycles Project Management - PCM. The implemented methodology of project management is dependent on the requirements of the donor. In addition to projects relating to subsidies and grants, other projects are unlikely to be realized in the organizations culture using the methods of project management.

Projects rather fit in with the current activities of the organization, and correspond to the strategy of the organization of the cultural sector. Projects are unfortunately still a big challenge for managers and employees. The success of the project depends not only on realization on time and within budget. The criteria for the success of the project are: scope, time and cost of creating quality design. The most important, especially in the case of public projects, are implemented social needs and expectations. The success of the project consists of organizational factors, environmental, efficient project management processes, internal relations and the recipients of the project, the potential of the team. It seems that the measure of success of the project is to ensure the follow-up after completion of the project, and this also depends on many factors. The effectiveness of project management depends on the degree of achievement of the objectives of the project, the results achieved, their impact on the goals and the use of grasp opportunities.

The appropriate management model and management strategies influence the successful operation of the cultural organization and the interesting effects of the projects, which translates into greater competitiveness, and thus flexible adaptation to the changing environment organizations. Acquired the ability to efficiently / flexible project management has an impact on the efficient / flexible functioning of the organization.

The challenge is to introduce a modern management model in culture, which would be oriented strategy and a strong motivating system. A more open model of cultural institutions is required, involving so far passive recipients of culture, brings to the original values. The changes must be anticipated and guided by culture. You must specify the role that cultural education should play. The key issue is to develop indicators to assess cultural activities, which may be the subject of further research and reflection.

Agneszka Słomka