

# DESIRABILITY AND TOOLS OF COMMUNICATION IN PUBLIC ADMINISTRATION IN POLAND - EXAMPLE OF SELECTED INSTITUTION IN SILESIAN VOIVODESHIP

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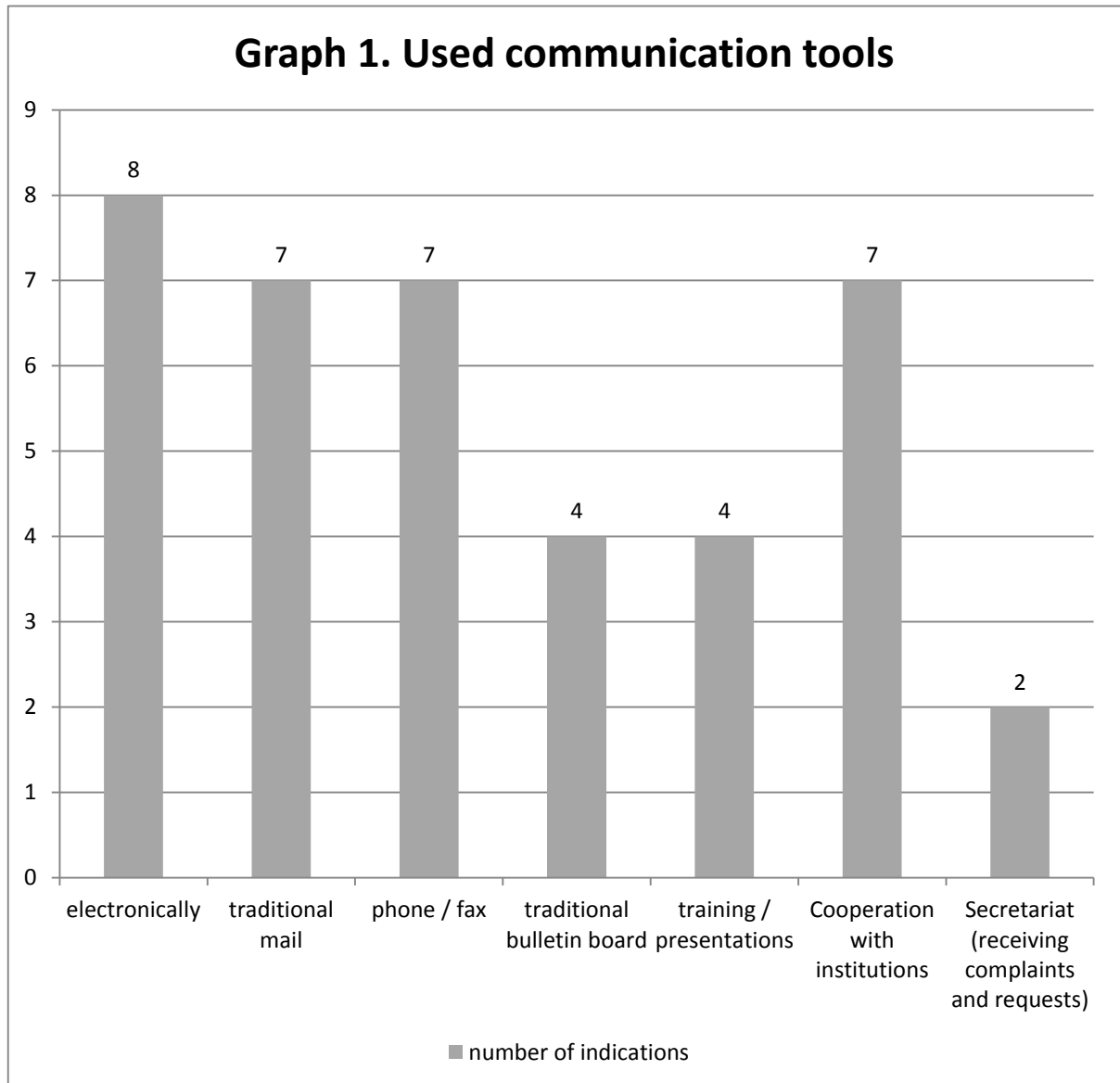
The problem of organization communication with the environment is one of the key issues in contemporary management. This is due to the fact that external environment determines the effectiveness of a commercial company. It seems that it is not different also in the case of public organizations. These institutions imposed by the formal and legal solutions are urged to think about their functioning in terms drawn from the business, which are expected to contribute to the proper and effective spending of public funds (more on this topic in [1] and [2]). As an example, we can use the management control regulations imposed on public sector in Poland.

These conditions became the pretext for carrying out research among fourteen local units of selected public institution in the silesian voivodeship. Managers of local units was asked to indicate objective of the communication process with the environment and tools used in this regard (table No. 1)

Table 1. The desirability of the process of communication in selected public institution

The indicated zone of the desirability	The implementation of the tasks assigned	The implementation of the delegated tasks and taking care of the financing
Number of responses	8 (57,14%)	6 (42,86%)

Respondents pointing the tools of communication were free to formulate their categories and specify their any number. Summary of responses is shown in graph No. 1.



Respondents were asked to clarify what is meant by electronic tools. Here again, they took advantage of the possibility of several indications. It is presented in a graph No. 2.

Interestingly also presents a summary indication of the desirability of the communication process in a public institution and used for this purpose tools (table No.2).

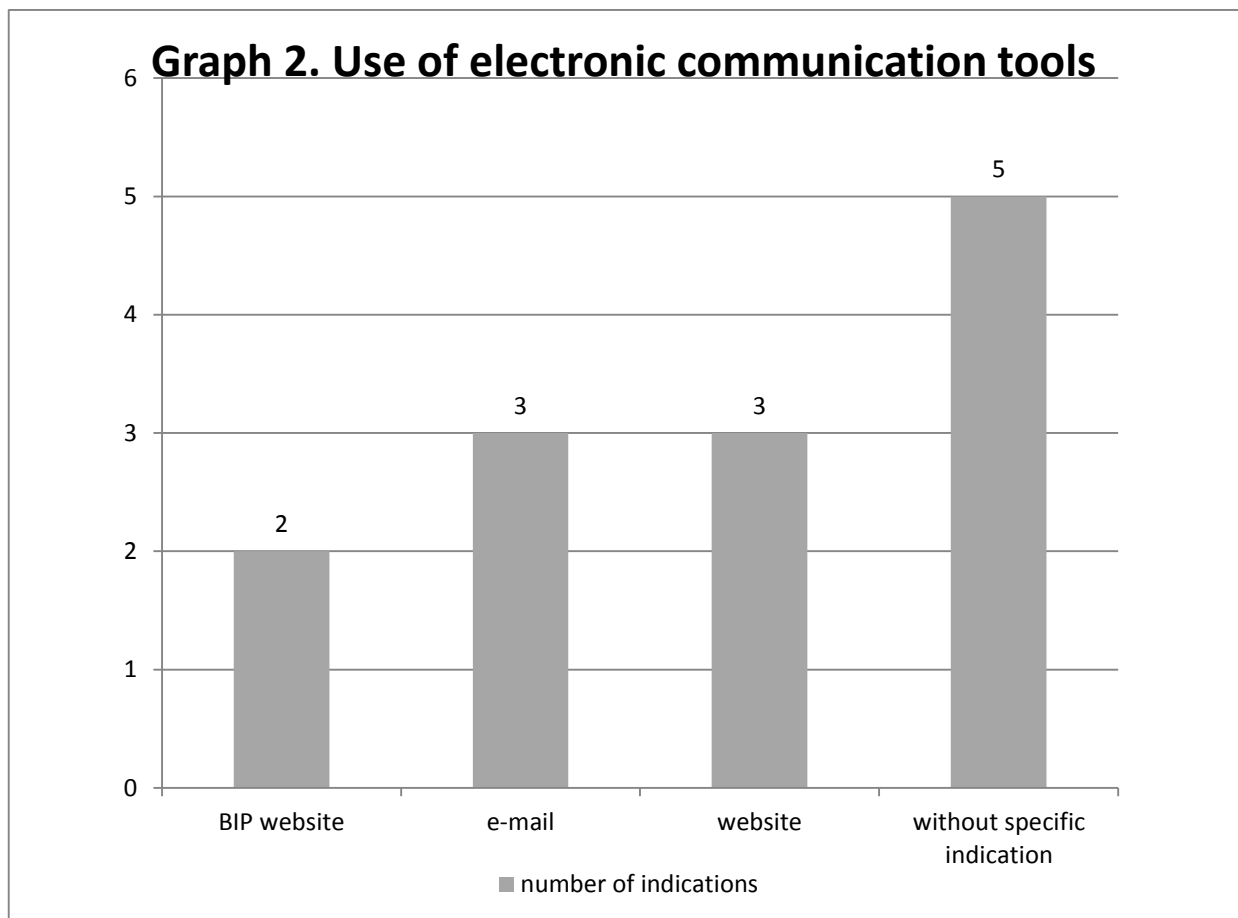


Table2 . The use of communication tools because of the desirability of the communication process

Used communication tools because of the desirability of the communication process	The implementation of the tasks assigned	The implementation of the delegated tasks and taking care of the financing
electronically	8	0
traditional mail	7	0
phone / fax	7	0
traditional bulletin board	4	0
training / presentations	4	0
Cooperation with institutions	1	6
Secretariat (receiving complaints and requests)	2	0

The results show that for nearly half of the local units of selected public institution is very important to ensure adequate funding resources (in addition to the implementation of statutory objectives). To do this, they use the interaction with other actors. It should be stipulated that these entities are units, which are responsible for the separation of funds. This situation points to the frequent lack of adequate financial resources for the implementation of statutory objectives of the institutions. In the context of electronic communication tools used should be noted that in five cases, the managers were not able to identify specific tools. It should also be noted that only two operators have indicated to the BIP web page. This is a requirement imposed by law on access to public information, which determines the structure of information and standards of its presentation [3].

The study may indicate the need for deeper and broader consideration of two issues: first, determine how effective the implementation of management solutions in public institutions is in conditions of shortage of funds for the implementation of their goals; second, what is the knowledge of managers of public institutions about the role of communication tools in social and legal conditions in Poland.

#### References:

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