

Summary

The doctoral dissertation presents the results of research on the impact of diversity on the innovative potential of employees in insurance companies in Poland. The author defined innovative potential as an input value for the process of creating and introducing new services to the financial market. He applied his own concept of innovative potential based on literature approaches and adapted to the specificity of the insurance industry. The research was conducted in two phases in 2017-2019 on a sample of 120 employees from different insurance companies. In the first phase, the level of innovative potential of employees was examined. In the second phase, the influence of team diversity on employee innovation potential was examined using 8 comparative analysis of homogeneous and heterogeneous groups in terms of gender, age, education, professional experience, knowledge, skills and personality traits.

The research results showed that the level of innovative potential of employees in insurance companies is medium-high and there are significant differences between individual scales. The research results confirm that team diversity has a positive impact on the innovative potential of employees and fosters the creation of better solutions for customers. Heterogeneous teams achieved higher scores than homogeneous teams in most of the PI factors studied. The author emphasized the importance of managing diversity in insurance companies as a factor stimulating innovation processes and improving market competitiveness.