

During the last few decades, the Polish banking market has changed remarkably. It may be an inspiration for further research aimed to build a model taking into account both external and internal factors influencing banks' sustainable market efficiency and performance. The practical implication of the finding is the recommendation for banks' decision makers to base their market strategies only on factors that help to gain a long-term sustainable competitive advantage, market performance and efficiency. The findings are relevant to Shih (2008) who recognised the importance of innovations and IT. The results correspond with some previous research conducted on the banking market and others markets that showed the dominance of human capital and employees incentives (Blazevic & Lievens, 2004, Jong & Hartog, 2007, Curado, 2008, Liao, Chen, Hu, Chung & Liu, 2017, Davydenko et al, 2017; Atkociuniene, Praspaliauskyte, 2018; Waheed, Kabiru & Umair, 2018) and the impact of strategic management on the ability to create long-term relationship with customers and value creation (Kianto, Andreeva & Pavlov, 2013). The factors analysis proved that in contemporary economy banks should base building competitive advantage and sustainability on those strategic resources that are strictly connected with their innovation capability. The second factor that impacts the bank's efficiency includes financial parameters as the level of equity, the level of assets, profits and liquidity. The results provide that building innovation capability is strictly connected with organisational culture and require specific leadership encouraging employees to be creative, entrepreneurial and motivated to create long-term relations with customers. The regression analysis proved the importance of strategic capability for the bank's efficiency .of equity management