

# Stakeholder Theory

- Stanislav Viskupič
- Michaela Vaňovičová
- Scarlett Virágová

**LISTEN TO YOUR**

**STAKEHOLDERS!**

Shimer Student  
Alliance



*The mission of Shimer College  
is education - education for  
civic citizenship in the world.*

# Stakeholder-s

- ▶ What is it?
- ▶ Shareholder / Stakeholder
- ▶ Types of Stakeholders



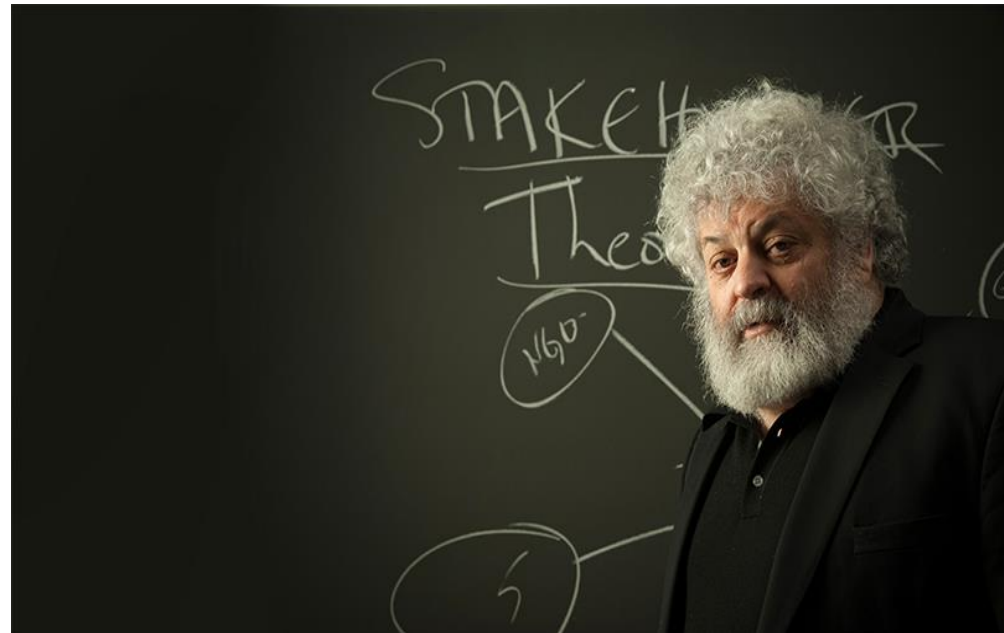
Everybody's A Stakeholder





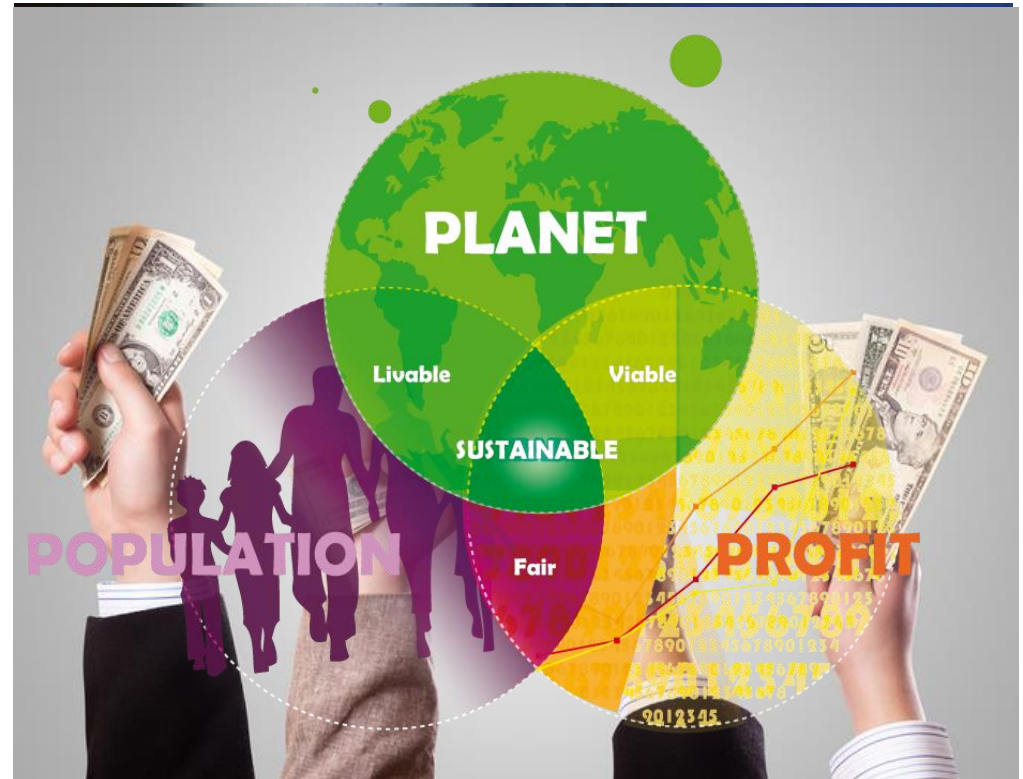
## Stakeholder

- ▶ Organisational management + business ethics
- ▶ R. Edward Freeman
- ▶ Changes traditional view
- ▶ Stakeholders involved
- ▶ Competitor – stakeholder?
- ▶ Many definitions in literature
- ▶ Adds socio-political level of thinking



# Why is Stakeholder central to CSR

- ▶ Affects corporate thinking
- ▶ Less focus on shareholders
- ▶ Public Relations
- ▶ More consideration
- ▶ Giving more to communities
- ▶ Improving relationships



# Stakeholder Engagement



- ▶ defined as interactive activities initiated by an organization with its stakeholders

# Analysis of stakeholders



# Working with stakeholders

- ▶ Identify your stakeholders
- ▶ Engage your stakeholders
- ▶ Understand the vision and constraints
- ▶ The best way





# Challenges and opportunities

- ▶ Stakeholder variety
- ▶ Challenges
  - Variety of needs
  - Different focuses
  - Many stakeholders
- ▶ Gains
  - Trust with communities
  - Better relationships
  - Good rep.





**SAY "STAKEHOLDERS"**

Thank you for  
your time!

**ONE MORE TIME**