

The Moral Basis Of Stakeholder Theory The Moral

Stakeholder Theory Stakeholder Theory Stakeholder Theory Stakeholders Stakeholder Theory Stakeholder Theory The Cambridge Handbook of Stakeholder Theory Stakeholder Theory and Organizational Ethics Stakeholder Theory Stakeholder Management Stakeholder Engagement: Clinical Research Cases Stakeholder Thinking in Marketing Stakeholder Theory Stakeholder Theory Mapping Stakeholder Theory Anew Engaging With Stakeholders Unfolding Stakeholder Thinking Encyclopedia of Stakeholder Management R. Edward Freeman's Selected Works on Stakeholder Theory and Business Ethics Capitalism, Corporations and the Social Contract Robert A. Phillips Maria Bonnafeous-Boucher R. Edward Freeman Andrew L. Friedman R. Edward Freeman R. Edward Freeman Jeffrey S. Harrison Robert Phillips R. Edward Freeman David Wasieleski R. Edward Freeman Michael Jay Polonsky M. Bonnafeous-Boucher Abe J. Zakhem Reinhard Steurer Adam Lindgreen Jörg Andriof Jacob D. Rendtorff Sergiy D. Dmytriiev Samuel F. Mansell

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honoring the twenty fifth anniversary of one of the most influential books in the history of business strategy and ethics r edward freeman s strategic management a stakeholder approach this work assembles a collection of contributions by the most influential and widely cited scholars working in the area of stakeholder scholarship today the analyses collected here comment on the impact freeman s book and stakeholder theory more generally has had upon the fields of management and organizational ethics this study also includes original responses from freeman himself as the conversation about stakeholders hits its academic and popular stride this timely volume provides both a retrospective of stakeholder theory s history as well as a guide to the questions that are likely to emerge during the next quarter century providing a new foundation for future theory and practice this volume will be an indispensable resource for any serious scholar working in the area of stakeholder theory additionally because the language of managing stakeholder relationships is becoming increasingly popular practicing executives and ngo members will

find this an exceptional and informative reference

this book provides an academic introduction to and presentation and defence of stakeholder theory as a model for the strategic management of businesses and corporations as well as of public organizations and institutions the concept of the stakeholder is generally applied to parties that affect or are affected by the activities of private or public organizations distinct from shareholders stakeholders are those individuals entities or communities that have a connection with the activities of a corporation a firm or an organization the notion of the stakeholder is intimately linked to a conception of the business firm as an entity founded on negotiated governance in which the maximization of value for the shareholder is not the ultimate criterion in this model issues and interests that are not directly associated with shareholders and investors but which go beyond capital to encompass the concerns of civil society are considered to be of central importance this book provides a broad overview of stakeholder theory presenting it as an ethical approach to strategic management that is both pragmatic and applicable to developing democratic practices within corporations while at the same time suggesting ways in which elements of a social contract can be elaborated within the context of globalization

in 1984 r edward freeman published his landmark book strategic management a stakeholder approach a work that set the agenda for what we now call stakeholder theory in the intervening years the literature on stakeholder theory has become vast and diverse this book examines this body of research and assesses its relevance for our understanding of modern business beginning with a discussion of the origins and development of stakeholder theory it shows how this corpus of theory has influenced a variety of different fields including strategic management finance accounting management marketing law health care public policy and environment it also features in depth discussions of two important areas that stakeholder theory has helped to shape and define business ethics and corporate social responsibility the book concludes by arguing that we should re frame capitalism in the terms of stakeholder theory so that we come to see business as creating value for stakeholders

the research on social discourse in societies firms and organizations written by researchers working in fields such as management corporate governance accounting and finance strategy sociology and politics often make reference to the term stakeholder yet the concept of the stakeholder is unclear and research around it often muddled this book provides an analysis classification and critique of the various strands of theory about stakeholders the authors place these theories both in the context of their philosophical underpinnings and their practical and policy implications practical examples based on new data are used to examine a diverse range of stakeholders and the relationships stakeholders have with their organizations this is the first book on stakeholder theory to propose a critical analysis both at the macro and micro level that is framed and guided by theory written both to provide some order and clarity to research into the concept of the stakeholder the book is also written as an introduction for students it includes chapter introductions useful tables and figures short vignettes on key concepts and issues and discussion questions

the stakeholder perspective is an alternative way of understanding how companies and people create value and trade with each other freeman harrison and zyglidopoulos discuss the foundation concepts and implementation of stakeholder management as well as the advantages this approach provides to firms and their managers they present a number of tools that managers can use to implement stakeholder thinking better understand stakeholders and create value with and for them the element concludes by discussing how managers can create stakeholder oriented control systems and by examining some of the important stakeholder related issues that are worthy of future scholarly and managerial attention

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a comprehensive foundation for stakeholder theory written by many of the most respected and highly cited experts in the field

recent corporate scandals have brought attention to business ethics yet there are few books available that cover an important aspect of this topic in this timely study of organizational ethics and stakeholder theory which holds that business is beholden not only to shareholders but also to customers employees suppliers management and the community robert phillips challenges the idea that the theory has no moral underpinnings and suggests useful ways to define which groups are or are not legitimate stakeholders this study is based on the work of john rawls the most widely cited moral and political philosopher of the 20th century

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value for stakeholders

this book brings together leading scholars in the field of stakeholder management to bring to light new and cutting edge perspectives on this important field it is intended as a resource for both emerging and established scholars to create innovative advances in stakeholder management

this book offers a case study approach to stakeholder theory that moves beyond theoretical analysis to the applied as stakeholder theory has moved into the mainstream of management thinking in business ethics and a number of the management disciplines there is an increasing need to explore the subtleties of stakeholder engagement via examples from practice the case studies in this volume explore a number of aspects of the idea of stakeholder engagement via the method of clinical case studies edited by leading scholars in the field of business ethics and stakeholder theory this text affords a solid grounding in theory brought to new levels of applied understanding of stakeholder engagement

stakeholder thinking in marketing stakeholder thinking is becoming a core part of marketing as well as other business related disciplines a search of the business source primmer database found that prior to 1995 there are 58 articles using the term stakeholder in their title and 27 academic marketing related articles with stakeholder as a key term the interest in stakeholder theory has however grown rapidly between january 2000 and november 2004 there were 228 articles using stakeholder theory in the title and 140 academic marketing related journal articles that examined stakeholder issues in fact the american marketing association's ama 2004 new definition of marketing expressly incorporates our responsibility to consider how marketing activities impact stakeholders marketing is an organizational function and a set of processes for creating communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders thus the ama has recognised the core role of stakeholder thinking while there is an increased interest in stakeholder thinking in marketing an examination of the literature would seem to suggest that there is no unified view of how stakeholder thinking can be or should be integrated into theory or practice many of the stakeholder works marketing and in other disciplines still focus on the social and ethical impacts of stakeholders this may have been where much of stakeholder thinking initially gained its prominence but it is a broader strategic tool that can benefit a range of areas and was in fact the focus of freeman's 1984 original work in the area this is not to suggest that the general strategic implications of stakeholder thinking are not being considered as an increasingly number of works are looking at stakeholder implications in regards to exchange networks relationship marketing and other issues related to strategy development the papers in this special issue have considered a range of varying perspectives including corporate social responsibility the impact of interacting with stakeholders relationship issues and broader discussions of stakeholder theory as a strategic tool these papers have taken a diverse range of perspectives including conceptual works case studies qualitative approaches and various empirical approaches to examining the issues of interest within various pieces the scope of papers included in the special as well as those not included identifies the breadth of relevance stakeholder thinking has for the application of all aspects of marketing theory and practice the question of how stakeholders and stakeholder theory

can be considered inorganisational activities and marketing theory is an issue that most certainly seems towarrant further consideration the works in this special issue have advanced thisdebate and identified some directions that could be considered stakeholder thinking ishowever not necessarily a paradigm shift in marketing thinking although some mightbelieve it is but rather it broadens existing concepts such as relationship marketing network theory organisational social responsibility and other areas hopefully thepapers presented in this special issue will encourage others to consider the inclusion ofstakeholders into broader areas of marketing any special issue editor has to thank a range of people for assistance withdeveloping the special issue i would like to thank audrey gilmore and david carson editors of ejm for allowing the special issue to be developed their input through theprocess has been invaluable i would also like to thank the many authors ofunsuccessful papers for submitting their work it was of course impossible to includeall papers in the special issue but the breadth of coverage in regards to topics andgeographic areas would seem to demonstrate the growing interest in stakeholderthinking within marketing lastly it is imperative that i thank the reviewers withouttheir assistance the special issue would not have been possible the following peoplereviewed papers for the special issue anupam jaju gorge mason university bill kilbourn clemson university bob heiser new mexico state university catherine elder eabode visi net cathy l hartman utah state university david waller university of technology sydney david stewart monash university devashish pujari mcmaster university dr russell casey clayton state university duane windsor rice university edwin r stafford utah state university felix mavondo monsa university frank de bakker university of amsterdam hamish ratten university of queensland j tomas gomez arias st mary s college of california jeanne m logsdon university of new mexico john f mahon university of main john stanton university of western sydney kamal ghose university of south australia kelly strong iowa state university kirk davidson mount st mary s university kim e schatzel university of michigan dearborn les carlson clemson university linda mcgilvray massey university marie louise fry university of newcastle australia mary mckinley escem school of business and management michael beverland monsa university michael hyman new mexico state university mike mccardle western michigan university mike reid monash university nick grigoriou royal melbourne institute of technology peter scholem monash university rita ferreira university of navarra romana garma victoria university australia ruhi yahan victoria university australia rujirutana mandhachitara long island university sabrina helm heinrich heine university duesseldorf scott vitell the university of mississippi sema sakarya bogazici university srikanth beldona university of delaware stacey hills utah state university taras danko national technical university ulrich orth oregon state university and william e martello st edwards university michael jay polonskyguest editorpreviously published in european journal of marketing volume 39 number 9 10 2005

new standards of corporate behaviour have been established in developed countries obliging them to record information about the triple bottom line in their annual reports corporations especially multinational companies have had to develop new strategic orientations research on social environmental and overall ethical behaviour of companies has been developed the concept of stakeholder has simultaneously gained a kind of metaphoric evidence the book comments on the american theoretical foundations of the notion of corporate social responsibility and more specifically the concept of the

stakeholder and it defines a european perspective

this valuable collection of essential articles from the most prominent authors in the field serves as the standard reference source for research into stakeholder theory the dominant framework for analyzing ethical issues within the field of business ethics

stakeholder theory has evolved from a corporate centric perspective into a more comprehensive research field which addresses business society relations from various points of views to reflect on and to guide such theoretical developments is the purpose of second order theories however the second order stakeholder theories developed so far do not mirror the full spectrum of the stakeholder research field this paper tries to fill this gap with a triple perspective typology of stakeholder theory it shows that the issue of stakeholder management can be approached from a corporate a stakeholder or a conceptual point of view the corporate perspective focuses on how corporations deal with stakeholders the stakeholder perspective analyses how stakeholders try to influence corporations and the conceptual perspective explores how particular concepts such as the common good or sustainable development relate to business stakeholder interactions in addition the triple perspective typology incorporates donaldson and preston s influential second order theory and shows that each of the three perspectives features a normative a descriptive and an instrumental aspect consequently the typology presented here depicts nine ideal typical stakeholder research approaches each of them approximating business society relations in a unique way mapping stakeholder theory anew can advance stakeholder research beyond its current limitations by raising awareness for neglected research approaches and issues

engaging with stakeholders a relational perspective on responsible business contends that meaningful and constructive stakeholder engagement efforts should be rooted in a deep relational process of shared understanding expectations and viewpoints through honest continued dialogue between stakeholders and company management this anthology follows and reaffirms this view which also establishes the increasing need to explore the subtleties of how companies can respectfully engage their stakeholders in ways that reflect the corporate strategy and contribute to the ongoing development of business activities and creation of value for themselves and stakeholders from social environmental and economic perspectives stakeholder engagement practices however remain highly complex and difficult to manage their ability to generate value in an inclusive way requires critical consideration sound stakeholder engagement efforts also constitute a keystone for responsible business activities drawing on a wide range of literature and studies this book addresses key dimensions of stakeholder engagement through a responsible business lens and thereby contributes to identifying the opportunities challenges and key organizational implications associated with their unfolding the four main topics covered are delineating the nature and multiple *raison d'être* of stakeholder engagement dialogical and communicational foundations of stakeholder engagement engaging with diverse stakeholders throughout the value chain reaping organizational returns and relational rewards of stakeholder engagement efforts

this book the first of a two volume series argues that today stakeholder thinking has

evolved into the study of interactive mutually engaged and responsive relationships that establish the very context of doing modern business and create the groundwork for transparency and accountability this book makes it clear that in today's societies successful companies are those that recognize that they have responsibilities to a range of stakeholders that go beyond mere compliance with the law or meeting the fiduciary responsibility inherent in maximizing returns to shareholders if in the past the focus was on enhancing shareholder value now it is on engaging stakeholders for long term value creation the process of engagement creates a dynamic context of interaction mutual respect dialogue and change not a one sided management of stakeholders indeed the authors believe the very term stakeholder management to be outdated and corporate centric companies can manage their relationships with stakeholders but frequently cannot actually manage the stakeholders themselves because as the activist and collaborative initiatives described in this volume suggest company stakeholder relationships are not one way streets and different institutions bring different agendas goals and priorities to the engagement there are clear implications to the way in which stakeholder thinking is unfolding today if in the past corporate social responsibility was simply seen as profitability plus compliance plus philanthropy now responsible corporate citizenship or corporate responsibility means companies being more aware of and understanding the societies in which they operate corporate responsibility means recognising that day to day operating practices affect stakeholders and that it is in those impacts where responsibility lies not merely in efforts to do good companies are now faced with a wide array of challenges that mean that senior executives and managers need to be able to deal with issues including greater accountability human rights abuses sustainability strategies corporate governance codes workplace ethics stakeholder consultation and management stakeholder thinking needs to capture these new realities the global reach of multinational corporations has served to highlight the need for the re integration of business into society relationships into stakeholder relations and ethics into managerial practice the rise in power of global activism involving ngos and global business involving multinational corporations makes it even more critical today for companies to consider the power and interests of corporate stakeholders when developing strategic plans the interactivity and mutuality of relationships described in this book make it clear that firms and stakeholders share the power and responsibility to influence both the profit potential of the firm and how the benefits of the firm's success impact on society this important volume brings together leading academic thought on stakeholder thinking for the first time unfolding stakeholder thinking will be indispensable to corporate managers ngos and academics seeking greater understanding of the dynamics of stakeholder thinking in a world of rapidly changing responsibilities a companion volume unfolding stakeholder thinking 2 focusing on practical issues such as relationship management communication reporting and performance is also available

this encyclopedia provides a comprehensive overview of the most important concepts of stakeholder theory and management in business and public administration it identifies that stakeholders are essential for value creation in democratic societies

ed freeman's influential ideas on stakeholder theory business ethics humanities and capitalism became foundational in the management field and turned around the

mainstream thinking about business stakeholder theory developed by freeman and others posits that business is not as much about profits but rather about creating value for its stakeholders including employees customers communities financiers and suppliers the relationship between a company and its stakeholders is the essence of business and should be of utmost attention to its managers managers should avoid resorting to trade offs by prioritizing one stakeholder group e g shareholders over the others and strive to run their companies in the interests of all stakeholders the idea of pursuing the interests of all stakeholders became revolutionary in management and went far beyond the management field expanding to law health care education public policy and administration and environmental policy this book is a collection of ed freeman s most influential and important works on stakeholder theory as well as business ethics humanities and capitalism

samuel mansell critiques the principles of stakeholder theory proposing instead a qualified version of friedman s shareholder theory

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Introduction

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