

Stakeholder management in cultural organisations

ABSTRACT

The aim of the paper is to present stakeholder analysis and management in cultural organisations. Non-profit organisations, including cultural ones, can use methods and tools designed for for-profit organisations, but they need to be adjusted to their specifications. Thus in this paper I discuss tools for stakeholder analysis and management which can be used by managers of cultural organisations. Stakeholder analysis and management is a more challenging task in cultural organisations due to the multiplicity of stakeholders. Managers of cultural organisations should identify, describe, and evaluate stakeholders who affect the organisation and are affected by the organisation. In the literature at least a few frameworks for stakeholder evaluation can be found. Nonetheless, I came up with my own framework: I propose to evaluate stakeholders in terms of stakeholders' attitude and stakeholders' potential for collaboration or threat to an organisation. Managers of cultural organisations should meet the interests and aims of the most important stakeholder in the first place, but they also have to remember other stakeholders.

KEY WORDS

Stakeholders, stakeholder analysis, stakeholder management, cultural industries, cultural organisations

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Patryk Dziurski (PhD) is an economist at the Warsaw School of Economics (Poland). He is associated with the Institute of Management at the Warsaw School of Economics (Poland). He is a member of the Academy of International Business (AIB). His area of expertise includes the cultural and creative industries and strategic management.

Email: patryk.dziurski@doktorant.sgh.waw.pl

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