

## **Application of Stakeholder Management for Business Sustainability in the Higher Education Sector**

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**ABSTRACT** Universities have not been able to manage their stakeholder identification and salience correctly, nor to establish the needs of each stakeholder. Stakeholder analysis is deliberately considered as the most important part of university management and marketing, and universities are required to take care of their key stakeholder groups and build long-term relationships with them. The study sought to determine how the university identified and managed stakeholders for its Research and Innovation Month. This single exploratory case study situated in a qualitative paradigm used interviews, questionnaires and a literature review to collect relevant data. This study found that the university, through the Research and Innovation Month, has created a platform for collaboration and partnerships, as well as intellectual engagement. In addition, the study found that the university looks at four components in stakeholder participation.