



## **A Study of the Effects of Stakeholders Relationship Management on Stakeholders Behaviors and the Competitive Strategies**

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**KEYWORDS** Communication. Companies. Employees. Organization. Service Sector

**ABSTRACT** Although stakeholders can extend their impact areas individually, if they act as a group they create more influence on a company. Therefore, it is necessary to analyse stakeholders both as individuals and as a group in order to earn their contribution to the company. The employees' opinions about the company, their satisfaction, and their motivation is important in terms of the sustainability of the business. In researches' work, 456 white-collar worker surveys were conducted at 16 telecommunication companies in the service sector. Through aggregated surveys, stakeholder relationship management and stakeholder behaviour were analyzed and the effects on competitive strategies were examined. In the results obtained, the hypothesis was not supported in the coordination dimension of stakeholder relations management and it appeared as an important finding.