



# Key Stakeholders

The primary stakeholders within a company are the individuals or groups who hold the utmost significance in relation to the business. These stakeholders encompass professionals who are impacted by the operations, projects, and achievements of the company. Their level of interest and involvement may vary depending on the nature of their relationship with the company.

## The Practices

A key stakeholder is an individual or group that holds exceptional importance for a company. Key stakeholders possess a high level of interest in the success of a specific company, as their own interests are significantly impacted by the company's operations. Consequently, the success and expansion of a business frequently hinge upon the support and engagement of its key stakeholders.

According to Roloff (2008), stakeholders can be defined as any person or group who has the potential to influence or be influenced by the strategies and actions related to a specific issue within a network. Similarly, Florea (2013) defines stakeholders as individuals, institutions, organizations, formal or informal groups who have an interest in, can be affected by, or have the ability to influence the decisions or actions of a company.