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# **EXPLORING THE TENSION BETWEEN BUSINESS AND ITS STAKEHOLDERS**

# INTRODUCTION

**The share of interests between the business and its stakeholders is normally not an easy tight rope to harness.**

**People, starting with employees, customers, investors, suppliers, and the mass-people have certain expectations that may not always be in the best interest of the business.**

# **EXPECTATION INFORMATION**

**Stakeholders' interests are not the same as well. For example, individuals may aim at receiving the highest income while shareholders wish to achieve the highest utilization of stock funds. Clients require value added goods or offered services in the best conditions, while society may expect legal companies.**

# **CONFLICTING IMPERATIVE**

**In the case solution, the author pays significant attention to the role of communication and cooperation to manage conflicts with the stakeholders. Managing the publics' expectations involves making sure that they fully understand the company's decisions, while speaking of cooperation, it means that everyone has one goal in mind, and is working towards it.**

# CONCLUSION

**In every business system, there are bound to be conflicting interests between the business and the stakeholders. However, it is possible to avoid these challenges, optimizing the relationships with the stakeholders, and pursuing a successful development with Ce's ideas and ethical approaches.**

# RECOMMENDATION

**This case is just a sample partail case solution. Please place the order on the website to order your own orignally done case solution.**

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