

Applications of Stakeholder Theory in Information Systems and Technology

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Abstract

Stakeholder theory has its origins in management literature. Preston (1999) traces the notion of stakeholders back to the great depression in the United States (1929-1941), when the General Electric company defined four major stakeholder groups - shareholders, employees, customers, and the general public. Stakeholder management has become an important tool to transfer ethics to management practice and strategy. Few management topics have generated more debate in recent decades than the underlying notion, the model and the theories surrounding stakeholders (Donaldson and Preston, 1995; Gibson, 2000; Wolfe and Putler, 2002; Friedman and Miles, 2006). The visual power of the stakeholder model and its high simplicity are seen as contributors to the success of the stakeholder concept (Fassin, 2008). An increasing interrelation is observed between the concepts of stakeholder theory, corporate responsibility, and business ethics (Valor, 2005; Garriga et al., 2004). The stakeholder approach in the organization integrates stakeholder relationships within a company's resource base, industry setting, and socio-political arena into a single analytical framework (Susniene & Sargunas, 2009).