

## **ROLE OF STAKEHOLDERS IN DEVELOPING AND MAINTAINING ORGANIZATION**

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### **Abstract**

In this paper we study different techniques to assist in developing and maintaining relationships with all stakeholders. As these core values are the essential basis for creating uniqueness and differentiation for a company to remain competitive in a business environment, this study found that the organisation structure plays a very important role in overall development of any organization. It is further proved that employees satisfaction have a great importance and hence motivated at all times. As a result, it is believed that employees can develop a greater sense of company belongingness, and improve individual's performance and resultantly organisational performance.