

THE COMMUNITIES OF STAKEHOLDERS: A BEHAVIORAL MODEL

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The classification of stakeholders in communities that are supported common current interests is so a segmentation of the domain of stakeholders that helps to scale back drastically the complexness, because:

1. It's supported the homogeneity and also the durableness of behaviors, that derive from each the commonality of prevailing interests, and also the sharing of specific languages;
2. It directly relates to the three variables quality/ time/ value that characterize every project, since every community targets the prevailing variable/s from the purpose of read of its specific interests;
3. It categorizes the complete domain of project stakeholders in four communities solely, so drastically reducing the complexness of neutral management.

Within every project, there are, in fact, four main communities of stakeholders, which may be outlined, severally, because the suppliers, the purchasers, the investors, and also the influencers: every of those communities share a prevailing interest, a selected language, and, then, a standard behavior. every community is characterised by three main dimensions, and it's thus expressible with a cube, additionally because the triad of variable quality/ time/ value are often portrayed with a cube, too: The prevailing interest of the suppliers is that the project in the least, within the best combination of its three main variables time, value and quality Robert & Ormrod (2020). Within the community of suppliers the project manager, the project team, the project management workplace, if any, and also the potential business partners and subcontractors, are enclosed. Their specific language is that the language of project management, and also the project is for them the first objective (Kelly et al., 2021).

The prevailing interest of the purchasers is that the quality of the project, since they need already shrunk each the prices and also the time, whereby they appear for getting from the project the maximum amount quality as potential.

The shoppers, whose organization includes sometimes additionally a structure that is accountable for the contract management, and, if customers in their flip are service suppliers, the top users of the project, are enclosed within the community of purchasers. Their specific language is their business language, and also the project is for them isn't a goal, however a medium to attain their business goals. The prevailing interest of the investors is that the profitableness, particularly minimizing the project prices, and, possibly, developing extra revenues over time, and it's in precisely during this perspective of any business prospects that the delivered quality might interest them. Within the community of investors, the sponsor and also the project governance, the shareholders and also the high management, additionally as any external funder, are enclosed. Their specific language is that the language of social science, and also the project is, during this case too, a medium to attain their business objectives Mark & Geoff (2019).

Finally, the prevailing interest of the influencers is to participate within the project, although they're not a catching party. Within the community of the influencers there are the authorities, like the general public administrations, the media Finn & Winni (2015), different communities that are terribly totally different from one another, as an example the native communities, the lobbies, the trade unions, the associations, so forth, additionally because the

negative/ hostile stakeholders, like the competitors, however additionally that vital cluster that is habitual by the potential customers and/or users Dalia & Ojaras (2015). Their language is that the language of the media and/or the tongue, the project is for them a medium that supports their goals and/or their own mission.

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