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ABSTRACT

The aim of this paper is to apply the stakeholder management practices in the telecom Sector of Rawalpindi and Islamabad and identify the antecedents of the stakeholder relationship which are trust and commitment, the research then seeks to examine the impact of these two antecedents on the stakeholder management practices and then to assess the effects of these stakeholder management practices on the organizational overall performance and the customer satisfaction in the telecom sector of Rawalpindi and Islamabad.

Survey using questionnaires was conducted in the twin cities Rawalpindi and Islamabad on the sample of 257 respondents from different telecom companies of Rawalpindi and Islamabad which included Telenor, Warid, Mobilink, Ufone, Zong. The result thus came satisfactory providing the basis for discussion.

The key finding of the research paper is that the both antecedents trust and commitment were positively influenced by the stakeholder management practices in the telecom sector of Rawalpindi and Islamabad. Also the other major findings of the research is that stakeholder management practices have a positive influence on both the organization overall performance and the customer satisfaction in the telecom sector of Rawalpindi and Islamabad.

The research paper will help for the future research in the field of Stakeholder and it provides the vital insight for the industry practitioner and academics in this field of stakeholder management. The results can be used for further research in the other sectors as well.