



Public Administration Research Colloquium

Organized by the Center for Public and Nonprofit Management (CPNM)

Hear leading experts discuss contemporary problems and strategies in public administration research and practice during this event.

The application of Stakeholder Management Theory to healthcare organizations

By Dr. Myron Fottler

Thursday, January 29, 2009

4:00-5:30 p.m.

HPA II – 247

Please RSVP by January 28, Wednesday to Fatih Demiroz at fdemiroz@mail.ucf.edu.

Stakeholder management theory represents a segment of Strategic Management Theory which was originated by Richard Freeman, in his 1984 book *Strategic Management: A Stakeholder Approach*. Freeman's conceptual framework was later extended, adapted and applied to the healthcare industry by John Blair and Myron Fottler in their 1990 book titled *Challenges in Healthcare Management: Strategic perspectives for managing key stakeholders*. This session will discuss the evolution of Stakeholder Management Theory as well as strategies for identifying, assessing and managing key stakeholders in healthcare organizations.

Dr. Fottler is Director of Programs in Health Services Administration in the College of Health and Public Affairs at the University of Central Florida in Orlando where he teaches courses in human resources management and dissertation research. He was previously Professor and Director of the Ph.D. Program in Administration-Health Services with a joint appointment in both the School of Health Related Professions and the School of Business at the University of Alabama at Birmingham (U.A.B.). He completed his M.B.A. at Boston University and his Ph.D. in Business at Columbia University.

His research interests include all aspects of human resources management, customer service, stakeholder management, strategic management, integrated delivery systems, and health care report cards. He has won awards from the American College of Healthcare Executives, American Association of Medical Administrators, and the Healthcare Management Division of the Academy of Management for his research on these topics.

