

THE ANALYSIS OF STAKEHOLDER COMPETENCIES TOWARD MISSION STATEMENT FOR IT STARTUP PERFORMANCES

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ABSTRACT

It will be useful and efficient to use mission statements to communicate between business organisations and stakeholders. The first thing to consider is readability. Is there one in a tech startup? This is the study's goal. Gunning's approach was applied to a study of 18 Thai companies listed on the Thai Stock Exchange. Counting techniques were used to conduct an analysis. The following tests were used: frequency, percentage, mean, standardisation, and Fox Index Reading. According to the research, 38.89 percent of readers were at an optimal level, while 33.33 percent were at an acceptable level. Companies in these two groups were successful in interacting with stakeholders in order to create mutual business gains. Only 11.11 percent of businesses in the Difficult Level category should create a goal statement.

Keywords: Mission Statement, Readability, Communication, Technology Startup

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