

## Abstract

For a long period of time the attention paid to political feasibility analysis has been considerably smaller than that focused on economic feasibility. Despite this imbalance, political feasibility is nearly always the deciding factor in governmental decisions. In this article, authors try to present a real world case of accessing political feasibility by way of so-called “stakeholder analysis.” Especially, the focus of this paper is on the issue of stakeholder “identification,” which involves constructing both theoretical framework as well as empirical methods to categorize and recognize related groups and individuals in the analyzing process.

A review of the relevant literature first looks at the management theory usage of the term “stakeholder”, in which it refers to a strategy used to ensure corporate survival. This is then contrasted against its usage in the public sector, where the term refers to theories of policy networks, strategic planning and ethics. The third section of this article presents in detail our real world example of stakeholder analysis on the national health insurance policy. Conclusions are that: (1) The issue of stakeholder identification is both ethical and strategic in actions; (2) These actions can only be realized in an institutional networks environment; (3) The analysis should be economically oriented, with inside knowledge being required when conducting objec-

tive surveys. Lastly, the process of identifying stakeholders is imminently worthwhile, regardless of the fact that it is fraught with problems and unresolved issues.

**Keywords :** Policy Analysis, Stakeholder, Policy Networks, Political Feasibility, National Health Insurance.

