ABSTRACT
Studying Non-Profit Organizations (NPOs) is a complicated and interesting issue. In the past, the studies of NPOs are focused on individual NPO or particular issues. We integrate the internal and external viewpoints of NPOs into our study. Internal organization performance and external social supports are both discussed. At the same time, the study also considers the disturb effect of relationship marketing orientation between organizational performances and social supports; such that, donators can understand the operations of NPOs and make decisions about whether they should donate to NPOs. According to the study, we find that sufficiently revealed information of NPOs' performance will intensify the social supports. Especially in business and public supports, this is more significant. If NPOs select and adopt relationship marketing orientation to make up for the insufficiently organizational performance, they can still get social supports by building, developing and keeping good relationship.

Keywords : Non-profit Organizations、Revealed Information of NPOs' Performance、Social Supports、Relationship Marketing Orientation


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