

# 非營利組織績效與社會支持之研究

黃文聰、陳郁文、羅世輝

E-mail: 374714@mail.dyu.edu.tw

## 摘要

非營利組織的研究是一個複雜且有趣的議題。然而過去關於非營利組織的研究，普遍以個別性質非營利組織或單一議題為主要研究內容。本研究整合非營利組織內外部觀點，從組織內部績效與外部社會支持的不同面向加以探討，並考量非營利組織採取關係行銷導向是否會對彼此關聯產生干擾狀況，藉以強化非營利組織與捐助者間的互動與瞭解，以提供作為支持與協助非營利組織運作的參考。研究發現：充分的組織績效資訊揭露，有助於爭取社會支持，尤其是在爭取企業和個人支持上更為顯著；且非營利組織採取關係行銷導向時，具有互補調節作用，透過良好的關係建立、發展與維持，能夠彌補組織績效資訊揭露不足的窘境，而仍能爭取到社會支持。

關鍵詞：非營利組織、組織績效資訊揭露、社會支持、關係行銷導向

## 目錄

中文摘要 iii 英文摘要 iv 誌謝辭 v 內容目錄 vi 表目錄 ix 圖目錄 xi 第一章 緒論 1 第一節 研究背景與動機 1 第二節 研究問題 7 第三節 研究目的 10 第四節 論文內容架構 11 第二章 文獻探討 14 第一節 非營利組織 14 第二節 非營利組織績效資訊揭露 28 第三節 非營利組織社會支持 38 第四節 關係行銷導向 47 第五節 文獻綜合評論 52 第三章 研究方法 55 第一節 研究架構與假設 55 第二節 研究構面與衡量指標 62 第三節 問卷設計與資料收集 69 第四節 資料分析方法 70 第四章 資料分析 73 第一節 專家檢測階段 73 第二節 前測階段 75 第三節 正式施測階段 82 第五章 結果與建議 93 第一節 研究發現與討論 93 第二節 研究貢獻與管理意涵 98 第三節 研究限制與後續研究建議 100 參考文獻 102 附錄A 原始問卷 130 附錄B 協助專家檢測問卷機構名錄 134 附錄C 前測問卷 135 附錄D 正式施測問卷 139

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