

The Performance of Non-profit Organizations and Social Supports

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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

Table of Contents

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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