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The New Strategy: Collaboration between Enterprise and Nonprofit Organization

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ABSTRACT

Under the circumstances of globalization, collaboration between organizations becomes an important topic in the field of strategy management. With an increase of nonprofit organization in scale and number, it has been a new choice that enterprise builds collaborative relationship with nonprofit organization. Considering the different characteristic of two organizations, this paper begins with different motives of collaboration between enterprise and nonprofit organization and then explores many kinds of modes of collaboration. By describing the social embeddedness of organization behavior, this paper sets forth the concept and formation mechanism of collaborative network. Future research on collaboration between enterprise and nonprofit organization would be strengthened in effect and management of collaboration based on network theory.

KEYWORDS

collaboration, nonprofit organization (NPO), motive, mode, collaborative network

Cite this paper

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