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Title

an Empirical Study on the Impacts of Culture on Perceived Performance of Nonprofit Organization : Based on QCA

Abstract

Culture is particularly important as the soft power of nonprofit organization. This paper discloses that culture on perceived performance of nonprofit organization is not dependent on the strength of a variable, but on a combination of different variables. Based on the analysis of 23 tertiary hospitals Hospital in Beijing, this paper employs qualitative comparison analysis (QCA) and multiple regression analysis to explore culture on perceived performance of nonprofit organization. The study proves that the main factors to promote perceived performance of nonprofit organizations are the combination of different elements of culture, including vision, goals, cultural strategy, object-oriented service, creation change, team orientation, ability development, coordination. The optimal perceived performance in nonprofit organizations for a collection of logic is: vision * goals * cultural strategy * object-oriented service * creation change +team orientation * ability development * coordination.

Keyword