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Title

An analysis of relational model of collaboration adopted by a local NGO

Abstract

This paper analyses how a local NGO develops the unique approach and strategic considerations of collaboration as demonstrated by the development of educational services in the past few years in HK and Macau. It is the multi-dimensional relational model of collaboration involving relationship building and engagement in cooperative behaviour between Government-NGO, Corporate-NGO, Academic Institution-NGO. It explores how the collaboration acknowledges the dynamics and complex situations of joint venture among different stakeholders in the provision of educational services in Hong Kong and Macau. It also illustrates the success factors facilitating effective multi-party collaboration including the strategies employed that were characterized by establishing engaging relationship to create ownership among all parties, effective expectation management and diverse types of activities.

Keyword

collaboration process