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Managing non-profit organisations: towards a new approach

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Abstract

This paper puts forth the thesis that the management of non-profit organisations is often ill understood from the wrong assumptions about how these organisations operate. Based on this premise, this paper non-profit form as a conglomerate of multiple organisations with multiple bottom lines that demand a management approaches and styles: a holistic conception that emphasises the diversity of orientations organisation; a normative dimension that includes not only economic aspects but also the importance of strategic-developmental dimension that sees organisations as evolving systems encountering problem frequently involve fundamental dilemmas; and an operative dimension that deals with the everyday functions of organisations. In a third part, the paper presents the basic contours of an analytic approach that tries to management challenges faced by non-profit organisations.

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