

1. Record Nr.	UNINA9910878977603321
Autore	Thrassou Alkis
Titolo	Non-Profit Organisations, Volume I : Strategic, Managerial and Marketing Advancements
Pubbl/distr/stampa	Cham : , : Palgrave Macmillan, , 2024 ©2024
ISBN	9783031623998 9783031623981
Edizione	[1st ed.]
Descrizione fisica	1 online resource (322 pages)
Collana	Palgrave Studies in Cross-Disciplinary Business Research, in Association with EuroMed Academy of Business Series
Altri autori (Persone)	VrontisDemetris EfthymiouLeonidas WeberYaakov ShamsS. M. Riad TsoukatosEvangelos
Disciplina	338.74
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Intro -- Acknowledgments -- Contents -- Editors and Contributors -- About the Editors -- Contributors -- List of Figures -- List of Tables -- 1 Delineating Non-Profit Organisations: Strategic, Managerial and Marketing Advancements -- 1.1 Introduction -- 1.2 Understanding Non-Profit Organisations -- 1.3 The Need for Delineating Proper Strategies for NPOs -- 1.4 Non-Profit Business Model -- 1.5 Business Model Innovation -- 1.6 The Three Value Processes in Business Model Innovation -- 1.7 Value Co-creation in NPOs -- 1.8 Importance of Customer Engagement in Value Co-creation -- 1.9 Customer Engagement Through Social Media in Non-Profit Organisations -- 1.10 Non-Profit Branding as a Strategic Communication Approach -- 1.11 Organisational Resilience of NPOs -- 1.12 Concluding Discussion -- References -- 2 Managing Major Running Sports Events: The Case of the Athens Authentic Marathon -- 2.1 Introduction -- 2.2 Literature Review -- 2.3 Research Design and Methodology -- Research Context -- Method -- 2.4 Results-Discussion -- Sample Profile -- Management

Dimensions -- Business Planning -- Tangibles and Hospitality -- Operations Planning (Technical and Athletic) -- Medical -- Security and Risk Management -- Marketing and Communication -- Staffing and Volunteering -- Environment and Sustainability -- 2.5 Managerial Implications, Limitations, and Suggestions for Further Research -- References -- 3 German Taxation Aspects of Non-Profit Organisations and Charitableness -- 3.1 Introduction: The Non-Profit Third Sector Bridging State and Market -- 3.2 The European Social Model and Its Legal Framework Regarding Taxation -- 3.3 Fundamental Principles of Tax Incentives for Non-Profit Organisations in EU Member States -- Key Tax Implications of Non-Profit Status -- Tax Privileges for Asset Management and Taxation of Economic Business Operations. Tax Exemption of Income from a Purpose Operation -- 3.4 The European Foundation -- Tax Fundamentals of a European Foundation Model -- Harmonisation of Charity Law -- Legal Possibility of Harmonisation -- Advantages and Disadvantages of Harmonisation -- Harmonization of Tax Law and Charity Law -- 3.5 Conclusion -- References -- 4 Theories on the Origins of Non-Profit Organisations -- 4.1 Introduction -- 4.2 Theories on the Origins of Non-Profit Organisations -- 4.3 Research Methodology -- 4.4 The Application of the Theories on the Origin of Non-Profit Organisations in the Slovak Republic -- 4.5 Conclusions -- References -- 5 Non-Profit Organizations in India: A Study on the Challenges, Opportunities and Best Practices -- 5.1 Introduction -- 5.2 Literature Review -- Non-Profit Organizations (NPO's) -- Digitisation and Information Technology -- Marketing -- HRM -- Challenges in Technology -- 5.3 Research Design and Methods -- 5.4 Data Analysis -- 5.5 Concluding Discussion -- References -- 6 Marketing Communication Strategies in Nonprofit Organisations -- 6.1 Introduction -- 6.2 Literature Review -- Online or Digital Marketing -- Offline and Digital Marketing Communication -- 6.3 Research Design and Methods -- Design -- Sample/Participants -- Data Collection Procedure -- Data Analysis -- Trustworthiness -- Ethical Considerations -- 6.4 Results -- Online Marketing Communication Strategies -- Hybridisation Marketing Communication Strategies -- 6.5 Conclusion and Discussion -- 6.6 Limitations and Recommendations for Future Research -- References -- 7 The Impact of Reward Systems on Employees' Behaviour: An Ethnographic Study in 'Ghana Revenue Authority' -- 7.1 Introduction -- Theoretical Grounds -- Aim, Objectives and Context -- 7.2 Literature Review -- 7.3 Research Design -- Ethnography: Participant Observation -- 7.4 Findings. 7.5 Objective One: Knowledge of Reward Systems -- 7.6 Objective Two: Types of Rewards Given to Employees -- 7.7 Objective Three: Effects of Rewards on Employee Behaviour -- 7.8 Objective Four: Reward on Employer-Employee Relationship -- 7.9 Objective Five: Rewards Employee's Desire -- 7.10 Concluding Discussion -- Contribution to Literature and Practice -- References -- 8 Green Marketing and Its Role in the Non-Profit Sector -- 8.1 Introduction -- 8.2 Green Marketing Mix -- Green Product -- Green Price -- Green Promotion -- Green Place -- 8.3 Golden Rules of Green Marketing -- 8.4 Green Marketing and Non-Profit Sector -- 8.5 Green Marketing Challenges -- Need for Standardization -- New Concept -- Patience and Perseverance -- Avoiding Green Marketing Myopia -- 8.6 Measuring the Impact: Green Marketing and Corporate Performance -- 8.7 Green Commitment: Application of Green Marketing Practices in For-Profit and Non-Profit Sectors -- 8.8 Green Marketing Trends and Considerations -- 8.9 Conclusion -- References -- 9 Economic Development Through Business Acceleration Practices Within Local

Authorities: A Case Study of Bradford Council, UK -- 9.1 Introduction -- 9.2 Reviewing the Effectiveness of Accelerator Programmes -- Growth of Accelerators -- Programme Design -- Stakeholder Analysis Theoretical Framework -- 9.3 Research Methodology -- 9.4 Research Analysis -- Key Stakeholders -- Delivery Partners -- Participants -- 9.5 Implications and Recommendations -- 9.6 Concluding Remarks -- References -- 10 The Strategic Opportunity of Integrated Reporting for Non-Profit Organisations -- 10.1 Introduction -- 10.2 Literature Review -- 10.3 Research Design and Methods -- Main Strategic Goals for IR in NPOs -- Case Study -- 10.4 Results -- 10.5 Concluding Discussion -- References -- 11 Applying Strategic Planning in Higher Education Institutions -- 11.1 Introduction. 11.2 Method -- 11.3 Steps of the Strategic Planning Process -- Mission Statement -- Vision Statement -- Values Statement -- Strategic Goals and Objectives -- Environmental Scanning -- Doing the External Analysis -- Doing the Internal Analysis -- Formulating Strategies -- Implementing Strategies -- Evaluating Results -- 11.4 What are the Results of Using Strategic Planning in Higher Education Institutions? -- 11.5 What Contributes to the Success of a Strategic Plan in Higher Education? -- 11.6 Innovation-Originality-Value of Research -- 11.7 Conclusions -- References -- 12 The Internationalisation of Portuguese Non-Governmental Organisations (NGOs): An Exploratory Study -- 12.1 Introduction -- 12.2 Theoretical Background -- The International Dimension of Social Organizations -- A Brief Review of Internationalization Theories -- The Uppsala Theory -- Network Theory -- Born Global -- The Internationalization of Social Organizations: Main Motivations and Barriers -- Motivations for the Internationalization of Social Organizations -- Barriers to the Internationalization of Social Organizations -- 12.3 Research Design and Methods -- 12.4 Results and Analysis -- Expansion Process -- Motivations -- Personal Factors as the Main Motivation for Internationalization -- Other Motivations -- Role of Networking -- Difficulties Experienced Along the Process of Internationalisation -- 12.5 Conclusion -- 12.6 Implications and Future Research -- References -- Index.
