The social construction of 'effectiveness' in nonprofit environmental organisations

Wednesday, 5 April 2006
1:10 - 2:00
MSB.0.01

Associate Professor Dr Raymond Dart
Business Administration, Trent University, Peterborough, Canada

Abstract
How can you tell if an environmental organization is successful? 'Effectiveness' is a complex construct in all organizations, but particularly so in the nonprofit sector where organizational goals are so complex and difficult to measure. This research examines the manner in which 'effectiveness' is socially constructed in a population of Canadian environmental organizations with a specific service and solution delivering focus. The implications of particular frames of 'success' and 'effectiveness' for environmental problem solving and organizational strategy will also be discussed.

Presenter: Raymond Dart
Email: rdart@trentu.ca
Tel: 705 748 1011 Ext.7620