

Impact of Networking and Linkages on Organizational Performance - A Comparative Study between the Local and International Non-Governmental Organizations in Vavuniya District

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The Local and International Non-Governmental Organizations in Sri Lanka have made a significant contribution to the social impact in the past and continue to play an important role to improve the living standards of the vulnerable community. It is important for them to prove their ability to work at the community levels and to be innovative in responding to community needs. Networking and Linkages focus on very good communications and partnerships with other to serve people with mutual interest. Networking is defined as the organization is working with other organizations without any formal contracts. A linkage is defined as organization is working with other organizations with the formal contract. This can be partnerships or mergers. Linkages help the organization keep up with advanced in pertinent fields, and give access to wide-ranging sources of up-to-date information within each area of the organization's work. It is important part of management to strengthen its organization to develop and manage its communications to networking with other organizations or having joint projects with others in assisting vulnerable community. Hence, the present study is initiated to identify the impact of networking and linkages on organizational performance with samples of 42 employees from fourteen local NGOs and 30 employees from ten international NGOs in Vavuniya District. Stratified Random sampling technique and primary data collection methods were used to conduct the study. Exploratory factor Analysis Technique has been used to reduce the variables and regression analysis has been used to compare the variables. The results show that, Networking is accounted for coefficient of determination (R^2) with organizational performance of Local and International NGOs at 0.380 and 0.219 respectively. Linkages are accounted for coefficient of determination (R^2) with organizational performance of Local and International NGOs at 0.394 and 0.376 respectively.

Key Words: Non-Governmental Organizations, Networking and Linkages, Organizational Performance