

A COMPREHENSIVE ANALYSIS OF STRATEGIC MANAGEMENT PRACTICES AND FINANCIAL PERFORMANCE FOR SUSTAINABLE DEVELOPMENT IN NON- GOVERNMENTAL ORGANIZATIONS (NGOs) IN TAMIL NADU

A. Selin Mary¹ & Dr. Sethupathy²

*¹Research Scholar, Department of Management Studies, Faculty in Theory Paper, Virgin Town, Ikishe Model Village,
Chumoukedima, Nagaland*

*²Department of Management Studies, Research co-coordinator, Faculty in Theory Paper, Virgin Town, Ikishe Model
Village, Chumoukedima, Nagaland*

ABSTRACT

This study aims to provide a comprehensive analysis of the relationship between strategic management practices and financial performance for sustainable development in NGOs operating in Tamil Nadu, India. NGOs play a crucial role in addressing social and environmental issues, and their sustainable development is essential for their long-term impact. Strategic management practices, such as goal setting, resource allocation, performance measurement, and stakeholder engagement, are vital for NGOs to effectively manage their operations and finances. The research will employ a mixed-methods approach, combining quantitative data analysis and qualitative interviews with NGO leaders and managers. The quantitative analysis will examine the correlation between various strategic management practices and financial performance indicators, such as revenue growth, cost efficiency, and fundraising effectiveness. The qualitative interviews will provide insights into the specific strategic management practices adopted by NGOs in Tamil Nadu and their perceived impact on financial performance. The study will also explore the moderating effect of contextual factors, including organizational size, sector focus, and donor characteristics, on the relationship between strategic management practices and financial performance. By considering these contextual factors, the research aims to provide a holistic understanding of the complex dynamics at play in NGOs in Tamil Nadu. The findings of this study will contribute to the existing literature on strategic management practices in NGOs and their impact on financial performance. The results can inform NGO leaders and managers in Tamil Nadu about effective strategies for improving financial performance while ensuring sustainable development. By enhancing the understanding of the relationship between strategic management practices and financial performance, this research will contribute to the overall effectiveness and long-term sustainability of NGOs in Tamil Nadu.

KEYWORDS: *Strategic management practices, financial performance, sustainable development, non-governmental organizations (NGOs), Tamil Nadu*

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