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Author(s)	Hwangil Jeon	Student number	
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Title	MANAGING STAKEHOLDERS OF NON-PROFIT ORGANIZATION (NPO) THROUGH VIRTUAL COMMUNITIES OF SUPPORTERS		
Supervisor(s)	Jussi Puhakainen Ph.D.		

Abstract

This research is the first step to consider stakeholders of NPO with virtual community. In order to satisfy diverse stakeholders with different expectations and demands, NPO needs a lot of efforts and alongside huge money, because of the increase of needs to hire professional employee and the increasing numbers of supporting members. For better communication to receive stronger support and help from them, close relationship through effective communication channel is necessary. Virtual community is a new channel for supporters. Enormous donation and campaign was arranged on the web earlier. Hurricane Katrina and Tsunami in South East Asia were examples to cause people to act on the web by not only donating money, but also sharing information and encouraging the sufferers or their families. Internet can be new communication medium and virtual community is a venue for individuals who has neglected and has been neglected with each other to build up a sense of community again, which they have thought they lost recently.

In order to understand and manage virtual community, it is necessary to look at inside of virtual community. Without any knowledge about what is going on in virtual community, it is impossible to employ virtual community as a tool for effective communication channel to build up close relationship.

While the voice communication has been used for a main communication tool in South Korean virtual community, internet communication such as email through Listserv and web site has been widely accepted by Finnish virtual community members as a main communication tool. Besides, as numerous researchers has mentioned before, offline and online activities has strongly positive relationships between them. Especially, even though the number of AI supporters has increased recently, the low participation of supporters even offline has affected the less dynamism of AI supporting virtual community.

Interestingly, the main reason of both sections' organizational growth was not from internet, but from direct dialogue, although both South Korea and Finland has good reputation as one of the most advanced information technology countries over the world.

Although internet has changed our life style significantly, it did not substitute traditional communication, but complement it. Besides, so far the interaction between online community activities and offline community activities has not been integrated together well, even though it is one of the legs for the table. Without the other leg, it can collapse. For the growing virtual community, flexible virtual community will be new solution to satisfy the current members and attract new supporters.

Key words	Non-profit organization (NPO), stakeholder, virtual community, internet
Further information	