

SOCIAL NETWORKS AND SOCIAL PRO- ACTIVENESS AMONG NONPROFIT ORGANIZATIONS IN SRI LANKA

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Abstract

The study examined whether a relationship exists between social networks and social pro-activeness among non-profit organizations. Extant literature based on the objective was reviewed. The study adopted descriptive method and used percentages, and non-parametric regression was also used to analyze the data. The findings revealed that a significant relationship exists between social networks and social pro-activeness among non-profit organizations in Sri Lanka. It was concluded that social networks have become a major paradigm for entrepreneurial performance in the non-profit organizations. This is because interactions in such networks have come to provide opportunities for resource mobilization and innovation because of the synergy they confer on the actors. Consequently, it is recommended amongst others that the government of Sri Lanka should accord the appropriate logistic support to facilitate the work of the social network so that they can develop enthusiasm and commitment to its services.

Keywords: *Social entrepreneurship, social entrepreneurial orientation, social pro-activeness, social networks*