

Investigating Impacts of Globalization on Performance of NGOs

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Abstract

In the contemporary world of 'Global-Village' the societies have converted into 'International-Citizenship' due to new technologies which has successfully made it possible to keep 'Global-Connections' far more powerfully than ever in the human history. The global influence of digital technologies have reinforced the concept of GLOBALIZATION with far reaching 'Social, Cultural, Economic and Political' implications for the whole world including advanced, developing and poor nations on the planet. The performance of 'Non-Governmental-Organizations' are reportedly heavily influence by the factors of Globalization. A field survey was conducted from the employees working in NGOs in Dera Ismail Khan, KPK, Pakistan. The questionnaire contained 43 questions on different factors of Globalization (ICTs, Connectivity Networks and Transfer of Knowledge, Capital, and Professionalism) as well as their impacts on the efficiency, effectiveness, innovativeness and responsiveness of the workforce as the indicators of their performance. First hypothesis was examined through 'Correlation-Procedure'; 2nd and 3rd hypotheses were answered by using 'Regression-Analysis'. The current study will appear as a source of knowledge for the interested researchers working on the similar topics by providing first hand and local facts and figures about the issue.

Index terms— globalization, performance of NGOs.

1 I. Introduction

lobalization is a word that has come to use in recent years increasingly, repeatedly and debatably (Scholte, 1997). Globalization is not an incident, but it is a gradual and continuous expansion and combination of relations. Globalization came into scene in 1980's and accelerated in 1990's, especially with the advancement in the communication and transportation technology. This profound integration has brought new realities. In the 21st century, nation-states have found ways of adapting to deal with effectively with these realities (Jarvis, 2007).

The example of transnational network is the appearance of widespread linkages between Non-Governmental Organizations [NGOs] and other actors concerned with environmental concerns over the last two decades. Globalization has clear impact on civil societies and NGOs at both levels i.e. national and international.

Recent research proposes that international NGOs or NGO alliances are playing dynamic roles in the formulation and execution of many international decisions and policies (Brown, 2000). The term, "Non-Governmental Organization" or NGO, came into account in 1945 because of need for the UN to distinguish in the Charter between participation rights for inter-governmental specialized agencies and for international private organizations. According to United Nation, virtually all types of private bodies can be known as NGOs.

NGOs have to be independent from government authority, not seeking to challenge governments either as political party or by a narrow focus on human rights, non-profit-making and noncriminal. Non-Governmental Organizations [NGOs] are components of social activities (Mostashari, 2005).

Globalization process has contributed to the increasing numbers and influence of NGOs in many states, and particularly in the international arena. International NGOs and NGO associations are emerging as increasingly

dominant players in international decision-making (Brown, 2000). NGOs and other civil society groups are stakeholders in governance and also a striving force behind greater international cooperation through the energetic mobilization of public support for international union (Gemmell, 2002).

Non-governmental organizations are meant for to support the lawfulness and acceptability of states in the present scenario, where, the movement of liberalizations has fragmented their real authority and now the NGOs have adopted the character of cavity fillers and also to fulfil the short comings of the state in different sectors even from development to hygiene. It is observed that some time NGOs create problems for states and suck their capability by offering huge remunerations and weaken their human resource potential. NGOs duplicate discriminations essential and mandatory for the prevailing neoliberal world approach, by drawing attention towards the divergence at SoveLavi (Schuller, 2009). The space for NGOs can be opened in those very areas where the state machinery will be in crisis and its role has been taken by the society. In these circumstances NGOs cannot perform as an arbitrator organization because, in these state of affairs, there will be no state or government to interact (Demirovic, 2010).

The aim of this research is to estimate the role of globalization in NGOs. This study includes both qualitative and quantitative data. According to the nature of the research problem it is better to use survey approach. Researcher will collect data through questionnaire. For the purpose, population will be the all NGOs of Dera Ismail Khan, K.P Pakistan. The findings about the testing of hypothesis show the existence of association and cause and effect relationships between the globalization and the performance of NGOs.

2 II. Literature Review a) Globalization

The globalization period began in the mid of 1970s, thus briefly overlapping with end of the Cold War. This period is likely candidate, as it suggests that globalization began with two facts simultaneously. The first was the strained relation between the United States and Soviet Union. The second was the collapse of the 'Social Contract,' at first in Britain but eventually throughout the advanced industrial states. The significance of the end of 'historic compromise' the connection among labour representation, wage control, social welfarism, full employment, and dominant mass production system is that globalization represents an evolution to a new formulation about the terms and nature of work (Reich, 1998).

Globalization is a term that has come to use in recent years increasingly repeatedly and, arguably, increasingly loosely. In close study of the term, the author stresses on the concept of globalization as the transcendence (rather than mere crossing or opening) of boundaries, arguing that this interpretation offers most distinctive and helpful insight into contemporary global affairs (Scholte, 1997). Globalization constitutes multiple linkages and interconnections that transcend the nation-states and by implication the societies, which make up the new world system (Reich, 1998). Globalization as transference therefore implies exchange across existing unit borders and among units and system, but it still assumes that this system alongwith the units remain identical with themselves throughout the globalizing processes. Globalization definitely affects the interests and intentions of particular countries; it does not alter any of the defining properties of statehood (Bartelson, 2000).

The foremost common-sense of globalization is that it intensifies transference or exchange of things between pre-constituted units, be they political, economic or cultural. Hence conceived, globalization implies a process of change that originates at the level of unit, mainly in terms of unintended consequences of the interaction between units. Globalization takes place over and above the units as a result of the relations between the systemic variables across different dimensions and sectors of that system. So, globalization by definition is a multi-dimensional process that takes place outside (Bartelson, 2000). Globalization needs accountability and financial transparency or gives citizens access to information regarding public policies, it also supports civil association (Nardin, 2009).

3 b) Performance of NGOs

Non-Governmental Organizations [NGOs] are the name implies sets that are not directly associated with a government and that work for social and environmental determinations (Cramer, 2001). NGOs, by their title, are non-governmental organizations, further it means that, all organizations which are not connected with governments. That is the easy definition. One difficulty is that NGOs, by this definition, comprise everything but the well-known kitchen sink, that is, private companies, religious and benevolent organizations, universities, activism groups, broadsheets and other media, and so on (Praeger, 2003). So a first attempt to define Non-Governmental Organizations would mention to the civil domain of society. In the nonstate sphere, NGOs are considered by their non-profit inspiration and conversely, the private sector is operated by profit. In reality, these domains are not always easy to differentiate. The interdependency may be even present and at least more observable in a developmental framework, where the political sphere often meets difficulties in matching the abilities of the other two categories of actors. Developmental NGOs are committed to working towards the social, economic, or political growth in developing states (UNESCO, 2009).

The speedy growth in the complexity of new communications technologies have been transformed the ways in which development NGOs go about their work. The new technology make it possible for the NGOs to respond more rapidly to events, and gradually opens up ways in which NGOs can use information for

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The term globalization has been in use since early 1990's to characterize present period in which we live (Ababa, 2002). "Globalization is a multi-scalar transformation of worldwide social space, and one of its main organizational-institutional dimensions is constituted through the territorial state itself". Globalization is related to social space and it is defined through spatial practice and discourse. The processes of globalization "is seen as blurring state boundaries, shifting solidarities within and among nation-states, and profoundly affecting the constitutions of national and interest-group identities. What is new is not so much its form as its scale". Globalization is largely view as contemporary process of growing intense interconnectedness/ interactions/ interdependence/ integration across boundaries/state and community (local/ national) in different aspects of human life -economic/ financial, technological, cultural, social and political. This process, is leading to the emergence of 'one world', a global society (Choudhary, 2004). Investigating Impacts of Globalization on Performance of NGOs the purpose of campaigning and advocacy. New technologies also have an influence on the ways in which NGOs coordinate their activities with other actors. Abuse of human rights and a natural disaster can be signalled everywhere in the globe in seconds, allowing NGOs to mobilize and take action. NGOs to make connections and relationships across borders, is a key organizational power of development NGOs (Lewis & Kanji, 2009).

The problems that NGOs encounter in using communicating technologies are serious and form a well-known litany lack of donated money to purchase equipment or services, lack of a trained staff, lack of time and interest. Majority of NGOs in all respects appear not to have computers. Some NGOs find means to overcome even this difficulty by using public terminals at "telecottages," public libraries and Internet cafes. But even for NGOs with easy access to Internet, keeping up with new technology can create difficulties regarding the effective provision of scarce financial resources and changing evaluation of abilities among the staff. These problems will increase as using new technology becomes increasingly part of an organization's routine life (Bach & Stark, 2001).

Civil Society organizations often referred to Non-Governmental Organizations (NGOs) that emphasis on issues like poverty alleviation, environmental degradation, human rights, and other issues of economic, social, and political development. These NGOs maintains a series of activities, such as providing facilities to poor populations, analyzing and advocating policies that support deprived areas, building local capacity for self-help, or development research and information-sharing. Some NGOs emphasized on serving their members and other NGOs stresses on serving clients outside the organization. Some work domestically, working on plans whose influences may be felt from township level to the national policy to international arenas (Brown, 2000). NGOs concerned in environmental governance are very different, including local, national, regional, and the international groups with different tasks dedicated to environmental protection, animal welfare, sustainable development, poverty alleviation, and other issues (Gemmell, 2002). NGOs are diverse and it is difficult to classify them. Some NGOs are considered as promoters of international justice and equity and others as agents in the service of imperialism (Ramos, 2006).

There is no difficulty to understand the increasing use of NGOs, because for one thing, NGOs are supposed to have the right credentials. They are considered to be more flexible and competent than government departments. At other level, they are considered to be nearer to communities, and therefore well aware of the needs of community. Their existence as organizations depends upon donors funding, not on the successful provision of facilities to those they serve.

Therefore, these organizations are more responsible to their donors then they are to their recipients (Naidu, 2009). NGOs are purposeful, role-bound social organizations. They are voluntary, In contrast to the state or some conventional, religious organizations, NGOs are voluntary organizations and they do not work for profits, like corporations. Sometimes it is said that they are 'value-driven' organizations (Kaldor, 2010). They are organized and have some institutional reality. They are private and separate from the government. NGOs are self-governing in the sense that they have extensive control over their own all activities (Lewis, 2010).

5 III. Research Design

The social research methodologies specify that survey is the best technique for the collection of primary data through questionnaire and interviews of the individual about their ideas and attitudes. It is the very frequently used mode of observation in the social sciences (Babbie, 1993:257). The potential of survey approach is that it authorizes the researcher to collect data in order to answer the question relating the topic (Yin, 1994:6). The researchers have always considered surveys as excellent approach in case of social and human subjects, for measuring attitude in a large population (Sekaran, 1999:257). A survey is a consistent method for the collection of data. Survey research is more helpful in documenting features of a population, existing community conditions as well as thinking of a community.

Therefore, survey approach is used in the this project by implementing a structured questionnaire among 162 employees (sample extracted from population by using statistical formula) of Non-Governmental Organizations working at District Dera Ismail Khan (Khyber Pakhtunkhwa) with 73% return rate i.e.119. The instrument consisted of six demographic and seven variables (i.e., Dependent & independent variable). Seven (7) point scale

is used where 7 for strongly agree and 1 represent a strongly disagreement. SPSS 17 helped in creating the data base and statistical analysis.

6 Analysis

The Hypothesis # 1 is about the association (relationship) of Independent variables (predictors) with dependent variables (criterion). The above table (Table ??

2) gives statistics on the results of correlation analysis.

1. The correlation of ICTs (predictor) and performance of NGOs (Criterion) is $r=0.47$ with $P=0.000$.
2. Between connectivity (predictor) and the performance of NGOs (Criterion) it is $r =0.41$ with $p =0.000$.
3. Between Flow of knowledge and capital (predictor) and the performance of NGOs (Criterion) is $r =0.39$ with $p=0.000$
4. Similarly the four sub-variables of performance (criteria) also give high levels of association with predictors.

Such Given the above statistics about association, it is decided that there is association of different levels between all the predictors and dependent variables. So H 1 is accepted as true.

ii. Prediction (Cause-n-Effect) Analysis The above statistics on regression (Table 3,

7 Analysis

The above given results (Tables 4, 4a and 4b) show the statistics on the results of the demographic analysis. In model # 4 $R^2 = 0.239$, which shows that 24% change in the performance of NGOs is due to the types of NGOs, age, income and gender (demographic variables). The role of Qualification, Designation and Experience is not significant. Thus, the hypothesis is partially accepted.

8 V. Discussions

Existing literature shows that the impact of globalization has a great influence on the Connectivity of organization which leads to flow of knowledge, capital and professionalism. These connections and flows curtail the distance, space and time, therefore, the performance of NGOs is enhanced in considerable way. Now there is no issue of connectivity and distance to solve or to guide regarding any matter even from the most remote corner of the globe. On the other hand, our primary data is also speaking about the enhancement of performance of NGOs due to flow of knowledge, capital and professionalism as well as networks.

Both the literature and our survey indicate that due to the globalization, the connections and connectivity between the international communities has been increased and now the donor has a direct approach even in the remote areas of Pakistan. Our study and existing literature sounds that the role of globalization in the performance of NGOs is many fold. Now with the capacity building of the members of NGOs with the utilization of innovative and modern tools has profound impact. Due to the use of new tools efficiency of the NGOs to serve the community in far flung and neglected areas. In this context the result of our field survey also denotes that the efficiency of NGOs has been increased in the present scenario of globalization.

NGOs have a marvellous capacity to accelerate the quantity and quality of services to be performed in social sector. It has garbed a vital platform in the progression of growth and is performing a noteworthy part at the very basic level in almost many developing countries together with Bangladesh (Sarker, 2005). In Investigating Impacts of Globalization on Performance of NGOs fact, peculiarities are not the same as they are labelled. Working Non-governmental organizations are usually opting for advocacy whereas ventures generally come across same issues and as a result the scheme's results are not as tangible as required. In the same way, NGOs realize that they can't brush aside the spontaneous issues of the members of the society in their jurisdiction. NGOs working for the promotion of human rights and for the up gradation of women affaires have wind up their efforts to help them in case of inequalities and favouritism ??Mostashari, 2005).

9 VI. Conclusions

Many conclusions can be drawn from this study on the basis of analysis and discussions. The conclusions are the decisions about the impact of a study. In simple words the conclusions are the decisions about roles of the variables and their mutual relationships. The main characteristic of NGO is considered to be non-profitable organization which has an independent status and administered without the help of government and is also opposite in character to the profit based business sector enterprises (Lewis & Kanji, 2009).

Non-Governmental Organizations have multiplex geographical zone along with connectivity with one another are also knotted with state or government owned agencies in addition to trades and commerce (Roberts, 2005). By generating worldwide civil society, Non-governmental organization and other associations are in fact giving a voice to the people. They are originating an atmosphere for charitable and unpaid participation of individual in international problems which are beyond the reach of political dominion of the states (Taylor, 2006). The field survey of this study is evident that respondents have shown moderate agreement with the impact of Globalization on Non-governmental organizations, on the variables (ICTs, Connectivity, Flow of Knowledge & Capital, and Performance of NGOs).

Following conclusions can be drawn from the empirical study conducted by the researcher besides the analysis of the existing research:

1. All the Predictors are significantly associated with the Criterion variable of 'Performance of NGOs.' ICTs (r = 0.470) are on the top, followed by Connectivity and Flow of Knowledge and Capital. [see Table 2 for details] 2. In the first regression (Tables 3, 3a and 3b) of the predictors on performance, the results show that 28% of change in the criterion variable has been introduced by three of the predictors. However, only ICTs and Connectivity have emerged as significant. The role of 'Flow of Knowledge & Capital' is insignificant. It shows that the impact of the third predictor is questionable.¹



Figure 1:

1

	Frequency	Percent	Valid Percent	Cumulative Percent
INGO	17	14.3	14.3	14.3
NNGO	61	51.3	51.3	65.5
LNGO	41	34.5	34.5	100.0
Total	119	100.0	100.0	

b) Testing of Hypotheses
i. Testing the Association (Correlation)
Hypothesis # 1: Predictors are Associated with the Criterion Variable. H1.

Figure 2: Table 1 :

¹. The regression of demographic attributes on the performance of NGOs (Tables 4, 4a and 4b) reveals that NGO-Type, Age, Income and Gender have significant role in changing the performance (with 24% of variation in Criterion variable) while Qualification, Designation and Experience have no role in the change process.

2

		ICTs	Connectivity	Flow of K and C	Performance Age of NGOs	Income
Connectivity	r	.443**	1			
	p	.000				
	N	119	119			
Flow of K and C	r	.414**	.508**	1		
	p	.000	.000			
	N	119	119	119		
Performance NGOs	r	.470**	.417**	.390**	1	
	p	.000	.000	.000		
	N	119	119	119	119	
Age	r	.206*	.276**	.047	.301**	1
	p	.024	.002	.611	.001	
	N	119	119	119	119	119
Income	r	-.137	-.174	-.148	-.076	.483**
	p	.136	.058	.109	.412	.000
	N	119	119	119	119	119
Experience	r	.204*	.249**	.104	.194*	.764**
	p	.026	.006	.260	.035	.000
	N	119	119	119	119	119

Figure 3: Table 2 :

3

Model		R R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	.470 a	.221	.214	.63594	33.124	.000 a
2	.524 b	.275	.262	.61610	21.975	.000 b
Table 3a : Coefficients of Regression						
Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2.997	.487	6.147	.000	
	ICTs	.457	.079	.470	5.755	.000
2	(Constant)	2.450	.507	4.829	.000	
	ICTs	.345	.086	.355	4.023	.000
	Connectivity	.221	.075	.259	2.942	.004
Table 3b : Excluded Variables						
Model		Beta In	T	Sig. Correlation Tolerance	Partial Statistics	Collinearity
1	Connectivity	.259 a	2.942	.004	.264	.804
	Flow of K and C	.236 a	2.708	.008	.244	.828
2	Flow of K and C	.160 b	1.704	.091	.157	.697
a. Predictors: (Constant), ICTs						
b. Predictors: (Constant), ICTs, Connectivity						
c. Dependent Variable: Performance of NGOs Analysis						

Figure 4: Table 3 :

4

Model	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1 .340 a	.116	.108	.67743	15.299	.000 a
2 .386 b	.149	.134	.66752	10.128	.000 b
3 .459 c	.211	.190	.64541	10.251	.000 c
4 .489 d	.239	.212	.63673	8.938	.000 d

Table 4a : Coefficients of Regression

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	6.031	.089		67.802	.000
NGO-type	-.486	.124	-.340	-3.911	.000
2 (Constant)	5.423	.300		18.090	.000
NGO -Type	-.375	.133	-.262	-2.813	.006
Age	.019	.009	.198	2.121	.036
3 (Constant)	5.469	.290		18.842	.000

Figure 5: Table 4 :

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