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THE PROCESS OF THE STRATEGIC PLANNING OF THE NONPROFIT ORGANIZATION IN SOUTHERN SONORA, MEXICO

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Abstract

This research was presented with the aim of knowing what is being done in terms of strategic planning considering dimensions such as social capital and strategic alliances in nonprofit organizations (NPO) in southern Sonora, Mexico. This document was developed using a quantitative study, descriptive, with non-experimental type design, with a cross sectional, a non-probability sampling method was adopted with convenience type. The population that is registered according to CEMEFI (2017) in the state of Sonora, Mexico has 721 NPO with the participation of 196 in the south of Sonora, but at the time of fixing their address their location was not found 51 organizations and 32 are inactive, so the decision to have a NPO population of 113 for the presentation of results was considered. The implemented questionnaire has a structure with the response mode using a Likert scale with five response options, presents internal consistency, were measured with the exploratory factor analysis test, the Cronbach alpha, KMO, and Barlett test, confirmed by the internal validity and reliability of the instrument as well as through a correlation analysis to measure the dependence of the variable with respect to the other two independent variables. We present the general hypothesis and a graphical model through software SPSS version 21, which is proposed by researchers with the aim of explaining the incidence of the dependent variable strategic planning through the independent variables of social capital and strategic alliances. One of the contributions of this research is that there is a measuring instrument that can be applied with the validity and internal consistency to measure the variables described above and in turn can be replicated not only at the national level but also internationally and also we can offer many persons the opportunity to help the community network of volunteers and promotes the synergy of social participation.

Keywords: Nonprofit organizations, strategic planning, social capital, strategic alliances, instrument, validity, reliability, correlation,

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