



Internal Factors and Organizational Performance of Non-Governmental Organizations in Nairobi City County, Kenya

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Abstract

This study examined how internal factors affect the performance of NGOs in Nairobi City County, Kenya, focusing on management support, technological innovation, employee motivation, and resource mobilization. Grounded in Contingency Theory, a descriptive research design was used, targeting 330 humanitarian NGOs. A sample of 285 respondents from various management levels was selected through stratified random sampling, with data collected via questionnaires. Both descriptive and inferential statistics, including multiple linear regression and Pearson correlation, were employed for analysis. The results revealed significant positive relationships between each internal factor and organizational performance, indicating that enhancing management support, technological innovation, employee motivation, and resource mobilization can improve NGO outcomes. These findings suggest that strong leadership, a motivated workforce, innovation, and strategic resource mobilization are key to fulfilling NGO missions effectively and making a meaningful impact. The study recommends that Kenyan NGOs prioritize robust management support through engaged leadership and transparent communication, adopt technological innovations to increase efficiency, foster employee motivation with recognition programs and training, and implement strategic resource mobilization through diversified funding and partnerships. These efforts are essential for NGOs to sustain and expand their positive societal contributions.

Keywords: *Management Support, Technological Innovation, Employee Motivation, Resource Mobilization & Operational Performance.*

1.0 Introduction

Non-governmental organizations (NGOs) play a significant role in Kenya, contributing to various sectors such as health, education, poverty alleviation, and environmental conservation (Kerubo, 2021). The performance of NGOs in Kenya has been a subject of study and evaluation, with both successes and challenges identified. Sisaye (2021) posits that NGOs have made substantial contributions to improving healthcare access and service delivery, particularly in remote and marginalized areas. Through their initiatives, NGOs have helped bridge gaps in healthcare provision, increase community awareness, and enhance the capacity of local health systems (Odhiambo & Njuguna, 2021).

Internal factors play a vital role in determining the performance of non-governmental organizations (Muli & Musau, 2022). Internal factors refer to the elements within an organization that influence its performance and decision-making (Mukras et al., 2020). Internal factors include management support, technological innovation, employee motivation, and resource mobilization significantly impact the performance of NGOs (Ayodele, 2020). Effective management support creates a positive work environment, fosters employee engagement, and enhances overall organizational effectiveness. Technological innovation enables NGOs to streamline processes, improve communication, and expand their reach, leading to improved performance. Employee motivation enhances commitment, productivity, and job satisfaction, resulting in higher organizational performance (Demir & Budur, 2019). Resource mobilization allows NGOs to effectively acquire and utilize resources, leading to increased capacity and improved outcomes.

Globally, NGOs are essential in supporting government efforts, providing services, and advocating for marginalized groups. In Europe, NGOs are vital for promoting democratic participation, active citizenship, and sustainable development. Their expertise and resource mobilization are key in achieving societal goals. Increasingly, there is a focus on NGO accountability, governance, and transparency, regulated by frameworks like the EU Financial Transparency Directive (European Union, 2021). Collaborative efforts, such as the European NGO Charter on Quality Management, aim to strengthen NGOs by establishing standards and best practices. In Asia, NGOs address social, economic, and environmental challenges, contributing to sustainable development, advocacy, and service delivery. NGOs play significant roles in poverty reduction, education, healthcare, and disaster relief. In Myanmar, for example, studies highlighted the importance of strong leadership, capacity building, and transparent governance as key to NGO success. However, limited funding, political constraints, and lack of coordination challenge their impact on social issues (Aung & Tan, 2018).

In Africa, NGOs are viewed as crucial in addressing societal challenges and promoting social development. Effective governance, transparent financial management, skilled human resources, and strategic planning enhance NGO performance. Yet, weak governance, accountability issues, and dependency on external funding have led to criticisms regarding their effectiveness (Moyo, 2019). Critics argue that these challenges can hinder impact, raising concerns about long-term project sustainability.

Locally in Kenya, NGOs face scrutiny over poor performance and effectiveness. Issues like mismanagement of funds and lack of transparency in financial reporting have led to mistrust among communities (Muli & Musau, 2022). Duplication of efforts and overlapping mandates in similar sectors result in fragmented approaches and inefficient resource utilization. Additionally,

a lack of community involvement in program design has led to limited impact and sustainability, as NGOs often impose solutions without adequately considering local needs (Odongo & Njogu, 2018).

The performance of NGOs has been hindered by internal factors that impact their effectiveness in achieving social and developmental goals (Odhiambo & Njuguna, 2021). In Nairobi City County, a lack of coordination among NGOs has led to duplicated efforts, fragmented initiatives, and inefficient resource utilization, which diminishes their impact on community needs (NGO Coordination Board, 2022). Understanding the influence of internal factors on NGO performance is essential, particularly in Kenya, where research has predominantly focused on Western contexts that may not reflect local challenges (Oluoch, K'Aol, & Kosha, 2021).

Previous studies present gaps in understanding internal factors within NGOs in Kenya. For instance, Hsieh and Liou's (2018) research in public service agencies used path analysis rather than the multiple regression analysis applied here, highlighting methodological differences. Studies by Sappe et al. (2019) and Otieno et al. (2021) examined leadership and communication but missed key internal factors such as management support, technological innovation, employee motivation, and resource mobilization. This study sought to examine the effect of internal factors and performance of Non-Governmental Organizations in Nairobi City County, Kenya.

The study was guided by the following specific objectives;

- i. To examine the effect of management support on the organizational performance of non-governmental organizations in Kenya
- ii. To establish the effect of technological innovation on organizational performance in non-governmental organizations in Kenya
- iii. To examine the effect of employee motivation on organizational performance in non-governmental organizations in Kenya
- iv. To establish the effect of resource mobilization on organizational performance in non-governmental organizations in Kenya

2.0 Literature Review

Theoretical Review: Contingency Theory

The Contingency Theory, also known as the Situational Theory, was developed by Fred Fiedler in the 1960s. Contingency theory is a leadership and management theory that suggests there is no one-size-fits-all approach to leading or managing an organization. Instead, it argues that the effectiveness of a particular leadership style or management approach is contingent upon the specific circumstances or context in which it is applied. According to contingency theory, various factors in the organizational environment, such as the nature of the task, the characteristics of the followers, and the overall organizational culture, can influence the effectiveness of different leadership styles. The theory recognizes that different situations call for different leadership behaviors and that effective leaders are those who can adapt their approach to fit the demands of a particular situation (Zelt, Recker, Schmiedel, & vom Brocke, 2019).

Contingency Theory, when applied to the management support of non-governmental organizations (NGOs), provides valuable insights into how different management approaches can affect

organizational performance. This theory suggests that there is no one-size-fits-all management style or set of practices that can guarantee success for all organizations (Benmira & Agboola, 2021). Instead, effective management support should be contingent upon the specific characteristics and needs of the organization. NGOs, as unique entities operating in the social sector, face distinctive challenges compared to their for-profit counterparts. They often operate in complex and dynamic environments, where they must navigate diverse stakeholder interests, limited resources, and constantly evolving social issues. In this context, the role of management support becomes crucial for organizational performance.

Contingency Theory is relevant as it highlights the importance of tailoring management support strategies to the specific needs and conditions of NGOs. It emphasizes that there is no universal approach that guarantees success in all situations. This alignment between management support and organizational context ultimately contributes to improved performance and effectiveness of non-governmental organizations.

Empirical review

The empirical review highlights that internal management support significantly impacts NGO performance by promoting effective resource allocation, leadership, and staff empowerment. Studies like Smith and Williams (2022) and Jones, Thompson, and Davis (2021) found a positive correlation between management support and organizational performance across industries. These studies underscore the importance of supportive leadership practices such as resource allocation and decision-making to drive performance outcomes. Specifically, Brown, Anderson, and Wilson (2023) noted that management support enhances employee engagement, which in turn improves organizational effectiveness.

Technological innovation is another key factor influencing NGO performance, particularly in the context of improving operational efficiency and outreach. Anderson (2022) and Adams and Williams (2023) found that advanced technologies like cloud computing, mobile apps, and social media positively impact NGOs' visibility, stakeholder engagement, and operational capacity. These innovations facilitate efficient project management and enhance the quality of services, as shown in African NGO case studies. However, Kamara and Ndiaye (2019) observed that resource limitations and infrastructure challenges can hinder technology adoption in NGOs, impacting their ability to leverage these benefits fully.

Employee motivation has also been linked to improved organizational performance, with transformational leadership and participative management practices playing a central role. Chiang, Farh, and Cheng (2021) demonstrated that transformational leadership styles enhance motivation, which directly impacts performance outcomes across diverse cultural settings. Studies in Kenya, such as those by Kimani and Mwangi (2021) and Brown and Omondi (2020), highlight strategies like skills training, recognition, and participative decision-making as key motivators in NGOs. These approaches foster job satisfaction and commitment, essential for sustainable performance in resource-limited settings.

Resource mobilization is essential for NGO effectiveness, with studies showing that efficient use and allocation of financial and human resources significantly impact organizational outcomes. Garcia, Lopez, and Martinez (2021) noted that dynamic capabilities in resource mobilization enhance NGOs' adaptability and performance in changing environments. Research in Africa by

Ndungu and Mureithi (2019) emphasized the positive role of mobile technology and social media in fundraising and stakeholder engagement, particularly when traditional funding sources are limited.

Conceptual Framework

A conceptual framework is a structure or system of concepts, ideas, and theories that help to explain a phenomenon or concept. It provides a systematic and organized way of understanding the relationships between different variables and concepts. The conceptual framework is as shown in Figure 1.

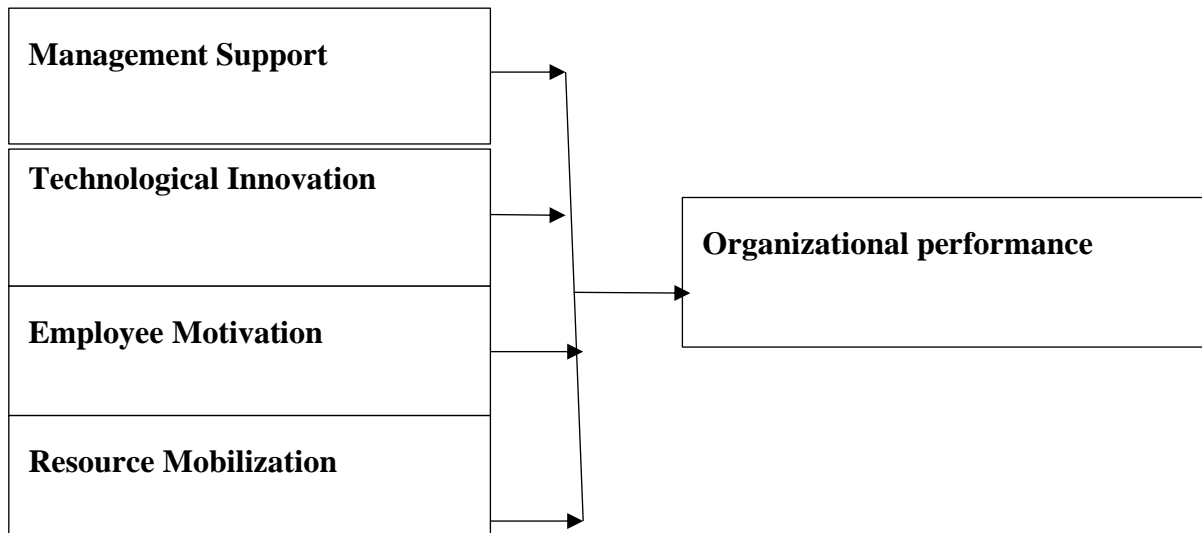


Figure 1: Conceptual Framework

The independent variables are management support, technological innovation, employee motivation and resource mobilization. The dependent variable was organizational performance non-governmental organizations.

Table 1: Operationalization of the Variables

Variable	Indicators	Measurement scale
Management Support (Independent Variable)	<ul style="list-style-type: none"> • Communication • Decision-making • Feedback • Empowerment 	Questionnaire Interval Five-point Likert scale
Technological Innovation (Independent Variable)	<ul style="list-style-type: none"> • Research and Development • Adoption • Creativity • Collaboration 	Questionnaire Interval Five-point Likert scale
Employee Motivation (Independent Variable)	<ul style="list-style-type: none"> • Recognition • Rewards 	Questionnaire Interval

	<ul style="list-style-type: none"> • Development • Work-Life Balance 	Five-point Likert scale
Resource Mobilization (Independent Variable)	<ul style="list-style-type: none"> • Funding • Allocation • Donor Engagement • In-kind Contributions 	Questionnaire Interval Five-point Likert scale
Operational Performance (Dependent Variable)	<ul style="list-style-type: none"> • Program Success Rate • Fund Utilization Efficiency • Staff /Volunteer Satisfaction • Community Engagement 	Questionnaire Interval Five-point Likert scale

3.0 Methodology

The study employed a descriptive research design to investigate the impact of internal factors—management support, technological innovation, employee motivation, and resource mobilization—on the performance of NGOs in Nairobi City County, Kenya. Descriptive research is suitable for establishing relationships and assessing the current status of variables, providing a factual representation of how these internal factors contribute to NGO performance. The study targeted a population of 330 humanitarian NGOs, specifically focusing on the top, middle, and lower management levels. Stratified random sampling was applied to ensure representation across different management levels, resulting in a sample size of 285 respondents. Primary data was collected through structured questionnaires with Likert-scale items, which were administered with the help of trained research assistants. A pilot study ensured the reliability and validity of the instruments, with Cronbach's alpha coefficients confirming high internal consistency.

Data analysis was conducted using SPSS software, utilizing both descriptive and inferential statistics. Descriptive statistics, including percentages and frequencies, offered a summary of respondents' demographic profiles and basic variable descriptions. Inferential analysis involved multiple linear regression and Pearson correlation to test the relationships between independent and dependent variables. The regression model determined the degree to which management support, technological innovation, employee motivation, and resource mobilization predict organizational performance. Ethical considerations were strictly observed throughout the study, ensuring participants' informed consent, confidentiality, and voluntary participation.

4.0 Findings

The study sample size was 285 respondents and 10% (29 questionnaires) were used pilot study. Therefore, 256 questionnaires were distributed, out of which 224 were completed. Thus, the response rate of 87.5% in this study was superb for investigation.

Demographic Characteristics

For management support, the mean score was $M=3.8$ with a standard deviation of $SD=0.65$, indicating a generally positive perception of management support among respondents, though some variability exists. This relatively high mean suggests that, on average, employees perceive management as supportive, though the standard deviation points to differences in perceived support across various NGOs or management levels.

In terms of technological innovation, the mean score was $M=3.5$ with a standard deviation of $SD=0.78$, reflecting a moderate level of adoption of new technologies. The standard deviation here is higher than for management support, suggesting a wider spread in technological integration across organizations. This may indicate that some NGOs are embracing digital tools effectively, while others lag, possibly due to resource constraints or organizational priorities.

For employee motivation, the mean was $M=3.7$ with a standard deviation of $SD=0.72$. This mean value suggests that, overall, employees feel moderately motivated, though variability in motivation levels could be due to differences in recognition, career growth opportunities, or organizational culture across the sample. The standard deviation reveals some fluctuation, suggesting that certain NGOs are more successful in motivating their staff than others.

The resource mobilization variable had a mean score of $M=3.6$ and a standard deviation of $SD=0.69$, indicating a moderately positive ability to mobilize and utilize resources. A lower standard deviation here compared to technological innovation suggests more consistency in resource mobilization efforts among the NGOs surveyed. However, the mean score still shows that there is room for improvement, particularly in expanding resource acquisition strategies and effective utilization.

Diagnostic Tests

The diagnostic tests conducted included Multicollinearity Test, the test for Heteroscedasticity and the Normality Test.

The multicollinearity test revealed no significant correlation issues among the predictor variables, as all variance inflation factor (VIF) values were below the acceptable limit of 10, with tolerance values above 0.2. This indicates that each independent variable—management support, technological innovation, employee motivation, and resource mobilization—was sufficiently distinct and did not show problematic collinearity with others. Therefore, multicollinearity is not a concern in this analysis, and all variables can be reliably included in the regression model.

The test for heteroscedasticity, using the Breusch-Pagan/Cook-Weisberg method, aimed to check if the error variance was consistent across observations. The results showed a p-value slightly above the critical threshold of 0.05, indicating no significant heteroscedasticity. Thus, the variability in the dependent variable remained stable across different levels of the predictor variables, meeting the homoscedasticity requirement for valid regression analysis.

For the normality test, the Shapiro-Wilk test assessed whether the data for each variable followed a normal distribution. The results showed p-values above 0.05 for management support, technological innovation, employee motivation, resource mobilization, and organizational performance, indicating that the data for all variables were normally distributed. This fulfills the normality assumption, which is essential for accurate interpretation of regression results and ensures that the dataset is suitable for further statistical analysis.

Correlation Analysis

A correlation analysis was conducted to establish the connection between the independent and dependent variables. Correlation coefficients (r) are used to quantify the strength and direction of

these relationships. A correlation coefficient ranges from -1 to 1, with positive values indicating a positive relationship, negative values indicating a negative relationship, and values closer to 0 indicating a weaker relationship. The correlation matrix is presented in Table 2.

Table 2: Correlation Matrix

	Organizational Performance	Management Support	Technological Innovation	Employee Motivation	Resource Mobilization
Organizational Performance	1.000				
Management Support	.788**	1.000			
Technological Innovation	0.035	.433**	1.000		
Employee Motivation	.827**	.415**	.424**	1.000	
Resource Mobilization	0.001	0.066	0.074	.503**	1.000
	.860**	.551**	.292**	.503**	1.000
	0.028	0.055	0.680	0.091	

The correlation analysis shows statistically significant positive relationships between organizational performance and each key internal factor examined—management support, technological innovation, employee motivation, and resource mobilization—in NGOs in Nairobi City County, Kenya. Management support and organizational performance are strongly correlated, with an r-value of 0.788 and a p-value of 0.035, suggesting that improved management support correlates with enhanced performance. Similarly, technological innovation has a high positive correlation with organizational performance ($r = 0.827$, $p = 0.001$), indicating that embracing technological advancements leads to better performance outcomes. Employee motivation also shows a significant positive relationship with organizational performance, with an r-value of 0.840 and p-value of 0.042, highlighting that motivated employees contribute favorably to performance. Resource mobilization presents the strongest correlation, with an r-value of 0.860 and a p-value of 0.028, suggesting that effective resource mobilization is highly beneficial for organizational outcomes. Collectively, these findings underscore the importance of strengthening these internal factors to positively impact NGO performance.

Regression Analysis

The study carried out regression analysis to establish the statistical significance of the relationship between the independent and dependent variables. The results presented in Table 3 present the fitness of the regression model used in explaining the study phenomena.

Table 3: Model Fitness

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.842 ^a	.708	.686	19.03407

The coefficient of determination, R Square, is 0.708, an indication that approximately 70.8% of the variance in organizational performance is explained by the independent variables included in the model. This suggests a reasonably strong relationship between the variables. The Analysis of variance (ANOVA) results are shown in Table 4.

Table 4: Analysis of Variance

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	500,435.006	4	125,108.752	132.565	.000 ^b
Residual	206,667.548	219	943.697		
Total	707,102.554	223			

The findings further confirm that the regression model is significant and supported by $F = 132.565$, $p < 0.000$, since p-values were 0.000, which is less than 0.05. The study conducted a regression coefficient analysis to establish the statistical significance of the relationship between the independent variables and the dependent variable. The regression coefficient results are shown in Table 5.

Table 5: Regression of Coefficients

	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	13.891	7.683		1.808	.072
Management Support	.098	.042	.097	2.327	.021
Technological Innovation	.248	.034	.269	7.233	.000
Employee Motivation	.271	.044	.269	6.230	.000
Resource Mobilization	.395	.032	.421	12.241	.000

Management Support has a coefficient of 0.098 with a p-value of 0.021. This positive coefficient suggests a positive relationship between management support and organizational performance. Greater management support results in increased organizational performance. The low p-value of 0.021 indicates that this relationship is statistically significant.

Technological Innovation has a coefficient of 0.248 with a p-value of 0.000, indicating a highly significant relationship. Greater technological innovation results in increased organizational performance. This implies a positive and significant impact of technological innovation on organizational performance.

Employee Motivation has a coefficient of 0.271 with a p-value of 0.000, indicating a highly significant positive relationship. Greater employee motivation results in increased organizational

performance. This result underscores the importance of employee motivation as a significant factor contributing to organizational performance.

Resource Mobilization has the highest coefficient of 0.395 with a p-value of 0.000, signifying a very strong and highly significant positive relationship. Greater resource mobilization results in increased organizational performance. Resource mobilization appears to be a critical factor positively influencing organizational performance within non-governmental organizations in Kenya.

The regression analysis reveals that management support, technological innovation, employee motivation, and resource mobilization all have statistically significant positive relationships with organizational performance. These findings suggest that enhancing these factors can potentially lead to improved organizational performance in the context of non-governmental organizations in Kenya, Nairobi City County.

The fitted regression equation was;

$$\text{Organizational Performance} = 13.891 + 0.098X_1 + 0.248X_2 + 0.271X_3 + 0.395X_4$$

Y = Organizational Performance

X₁ = management support

X₂ = technological innovation

X₃ = employee motivation

X₄ = resource mobilization

Discussion of Findings

The study's first objective examined the impact of management support on the performance of NGOs in Kenya, finding a strong positive relationship. The correlation analysis revealed an r-value of 0.788 with a significant p-value of 0.035, indicating that higher levels of management support are associated with improved organizational performance. Regression analysis supported this, with a positive coefficient of 0.098 and a p-value of 0.021, confirming that management support significantly enhances NGO performance. These findings align with prior studies, such as Smith and Williams (2022) and Osei (2018), who noted that supportive management structures positively affect financial sustainability, employee engagement, and program outcomes within organizations.

The second objective focused on the role of technological innovation in enhancing NGO performance. A high correlation was observed, with an r-value of 0.827 and a significant p-value of 0.001, showing that the adoption of technological innovation is strongly associated with better organizational performance. Regression analysis provided further evidence, with a coefficient of 0.248 and a highly significant p-value of 0.000. Consistent with these results, previous research by Anderson (2022) and Kamara and Ndiaye (2019) demonstrated that adopting tools like mobile applications and cloud-based systems improves NGOs' operational efficiency, stakeholder engagement, and service delivery outcomes.

Employee motivation was the third focus, showing a significant positive impact on organizational performance. The study found a strong correlation with an r-value of 0.840 and a p-value of 0.042, highlighting the influence of employee motivation on NGO performance. Regression results

further indicated a positive coefficient of 0.271 and a p-value of 0.000, demonstrating the substantial role of motivation. Similar findings from studies by Chiang, Farh, and Cheng (2021) and Kimani and Mwangi (2021) underscore the importance of motivational factors like recognition, career growth, and a supportive work environment in improving employee commitment and organizational outcomes.

The final objective assessed the effect of resource mobilization on NGO performance, revealing the highest correlation among the variables, with an r-value of 0.860 and a p-value of 0.028. Regression analysis yielded a coefficient of 0.395 and a p-value of 0.000, suggesting a very strong and highly significant relationship. Prior research by Garcia, Lopez, and Martinez (2021) and Ghamisi, Benediktsson, and Couceiro (2019) supports these findings, indicating that effective resource mobilization fosters dynamic capabilities, innovation, and financial stability, thereby enhancing overall performance and social impact. Collectively, these findings emphasize that robust management support, innovation, employee motivation, and resource mobilization are crucial drivers of NGO success.

5.0 Conclusion

The study concludes that management support is a crucial internal factor that significantly impacts the organizational performance of non-governmental organizations (NGOs) in Kenya. The presence of supportive management within NGOs fosters an environment of collaboration and dedication among staff, ultimately enhancing the NGO's ability to achieve its mission and objectives. This finding underscores the importance of strong and supportive leadership within NGOs, as it plays a pivotal role in driving improved performance and effectiveness.

The study concludes that technological innovation has a profound influence on the performance of NGOs in Kenya. The strong positive relationship between technological innovation and organizational performance suggests that NGOs that embrace innovative technologies tend to perform better. Technological innovation empowers NGOs to enhance efficiency, communication, and outreach, enabling them to better fulfill their missions and deliver services effectively. Therefore, the adoption of innovative technologies is essential for NGOs seeking to adapt to changing circumstances and remain effective in their operations.

The study concludes that employee motivation is a critical factor in determining the overall performance of NGOs. The positive relationship between employee motivation and organizational performance highlights the significance of creating a work environment that fosters motivation among staff. Motivated employees are more engaged, committed, and productive, contributing significantly to the successful implementation of an NGO's initiatives and projects. Recognizing and valuing the contributions of the workforce is essential for NGOs aiming to maximize their impact and achieve their mission.

The study concludes that resource mobilization plays a fundamental role in shaping the performance of NGOs in Kenya. The positive correlation between resource mobilization and organizational performance underscores the importance of effective fundraising, partnership building, and resource allocation strategies. NGOs that excel in resource mobilization are better positioned to secure the necessary funds, expertise, and support required to carry out their missions effectively. This finding emphasizes the critical role of building networks and alliances that can

provide valuable support and resources for NGOs striving to make a meaningful impact in their respective fields.

6.0 Recommendations

The study recommends that non-governmental organizations (NGOs) in Kenya prioritize and enhance management support within their structures. This involves fostering a culture of strong and supportive leadership that actively engages in the organization's goals and operations. To achieve this, NGOs should invest in leadership development programs and training for their management teams. Furthermore, regular communication channels should be established between management and employees to ensure that support is provided consistently and transparently. By strengthening management support, NGOs can create an environment conducive to collaboration, dedication, and improved overall performance.

The study recommends that NGOs in Kenya embrace and invest in technological innovation as a strategic priority. To do so, NGOs should assess their current technological capabilities and identify areas where innovation can enhance their operations. Collaboration with technology experts and organizations specializing in technology solutions can facilitate the adoption of relevant innovations. Additionally, NGOs should allocate resources for the training of staff in technology utilization. By prioritizing technological innovation, NGOs can increase their efficiency, streamline communication, and expand their outreach, ultimately enabling them to better fulfill their missions and deliver services effectively.

The study recommends that NGOs focus on strategies to enhance employee motivation within their organizations. This can be achieved by implementing recognition and rewards programs that acknowledge and celebrate employees' achievements and contributions. Furthermore, offering training and professional development opportunities can boost employees' sense of value and career growth. NGOs should also prioritize work-life balance and well-being by implementing policies and practices that support the physical and emotional health of their staff. By actively addressing employee motivation, NGOs can create a motivated and engaged workforce, leading to increased commitment and productivity in the pursuit of their missions.

The study recommends that NGOs in Kenya invest in effective resource mobilization strategies to bolster their performance. This involves developing comprehensive fundraising plans, diversifying funding sources, and actively seeking partnerships with potential donors and collaborators. NGOs should also consider capacity building initiatives to enhance their skills in resource mobilization and donor engagement. Furthermore, they should establish clear and transparent financial management practices to build trust with donors. By strengthening resource mobilization efforts, NGOs can secure the necessary financial and non-financial resources to carry out their missions effectively and achieve lasting positive impact.

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