

# Redefining Organizational Purpose through Alliances

The case of Stichting MKB Ondernemersavond

## Setting the stage

Every organization has a purpose as to why it exists. This purpose can however undergo changes and be redefined. The concept has not yet been studied in depth in academic literature in relation to alliances between organizations. This research aimed to gain insight about this relationship in the context of the SME networking event sector in the north of the Netherlands, where the foundation Stichting MKB Ondernemersavond wants to collaborate with other organizations facilitating networking events for SME entrepreneurs. Can this collaboration redefine the purpose of the organization?

## Research question:

How do alliances contribute to redefining organizational purpose in the network event sector in the north of the Netherlands?

## Methodology

Qualitative semi-structured interviews were held with organizations facilitating networking events in the north of the Netherlands, consisting of the provinces of Groningen, Friesland and Drenthe. Interviews were conducted with representatives from 7 organizations and were selected through convenience sampling.

## Conclusion

Within the networking event sector, there is a collective need for collaboration. However, from the interviews it became clear that alliances can alter organizational purpose in certain ways, but do not contribute to redefining the organizational purpose at its core in the context of the networking event sector.

## Recommendations

### Academic

- Apply research to other industries
- Perform research over a longer time period

### Stichting MKB Ondernemersavond

- Seek collaboration within the networking event sector
- Bringing the sector together
- Collaboration can revolve around themes

Thank you for listening!