



Managing for Accountability: Preserving the Public Trust in Public and Nonprofit Organizations

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DESCRIPTION

Managing for Accountability is an invaluable guide for organizations struggling with issues of accountability and for managers who want to maintain their outstanding record in serving the public trust. Shows how to take a proactive approach to accountability and offers a range of practical, proven strategic management approaches, advice on implementing strategic tools, illustrative examples, useful checklists, and diagnostic tools. Helps identify the strategic issues related to accountability and outlines effective tools and methods for implementing standards of responsibility and accountability.

ABOUT THE AUTHOR

KEVIN P. KEARNS is associate professor and associate dean of the Graduate School of Public and International Affairs, University of Pittsburgh. He is also director of the certificate program in nonprofit management at that school.

MLA. Civitillo, Renato. "Accountability, Responsibility, and Public Trust in Non-Profit Institutions: Linking Conceptual Pillars for the Construction of a "Bridge" of Virtuous Managerialism." *Cases on Corporate Social Responsibility and Contemporary Issues in Organizations*. IGI Global, 2019. 215-238. Web. Twenty years ago, management was a dirty word for those involved in nonprofit organizations. It meant business, and nonprofits prided themselves on being free of the taint of commercialism and above such sordid considerations as the bottom line. Now most of them have learned that nonprofits need management even more than business does, precisely because they lack the discipline of the bottom line. As citizens, VSOs are public organizations serving the public good through their purported representation of the people and civic leadership. The legitimacy of their assumption of these public roles remains a continuing challenge. This is a preview of subscription content, log in to check access. Kearns, Kevin P. (1996). *Managing for Accountability: Preserving the Public Trust in Public and Nonprofit Organizations*. San Francisco, California: Jossey-Bass Publishers. Google Scholar. A nonprofit organization (NPO), also known as a non-business entity, not-for-profit organization, or nonprofit institution, is an organization dedicated to furthering a particular social cause or advocating for a shared point of view. In economic terms, it is an organization using its surplus of the revenues to further achieve its ultimate objective, rather than distributing its income to the organization's shareholders, leaders, or members. Nonprofits are tax-exempt or charitable, meaning they do not