

Research on the evaluation system of international non-governmental organizations participated by enterprises

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Abstract. This paper constructs a set of evaluation indicator system for international non-governmental organizations participated by enterprises. The evaluation indicator system includes two aspects (objective situation and value contribution of INGOs) as well as four dimensions (activeness, influence, output and other effects). We also designed the evaluation process for a group company.

Keywords: International organization; international communication; evaluation system.

1. Introduction

With the rapid development of international business of Chinese enterprises, the number of participated international non-governmental organizations (INGOs) has increased, covering a wide range, and the cost of human and resources has also increased. In order to improve the input-output efficiency of participating INGOs, it is necessary to study the evaluation methods of INGOs from an aspect of enterprises. Through the evaluation, dig the core value of INGOs, focus on the most valuable activities, and regularly summarize the experience and problems of international communication and cooperation.

At the same time, by analyzing the evaluation results of INGOs, we can find the gap between the activities provided by INGOs and the needs of the company. Deepen the communication and understanding between the two sides, which is conducive to dig more available resources of INGOs, match effective services and activities for the company, and maximize the comprehensive value of the international platform.

2. Evaluation Principles

Objective and accurate. According to the meaning and function of INGOs, select typical indicators to build an evaluation system to objectively and accurately reflect the effectiveness of INGOs.

Scientific and comprehensive. Scientifically set the weight to reduce the deviation of objective conditions, and the established evaluation system is applicable to all levels and types of INGOs participated by enterprises.

Simple and practical. Define indicators around the key elements and core values of INGOs, refine indicators, highlight key points and simplify calculation methods.

Reliable data. Due to the wide range of INGOs, the data set should be easy to collect, and the source of the information must be reliable and accessible.

3. Evaluation Indicator System

3.1 Evaluation dimensions

Some impact of participating in INGOs turn out immediately and will see results in a short time, while others need a longer time to show. From the form of existence, some effects are qualitative and subjective knowledge and experience, and some are quantitative and objective data that can be collected. Therefore, to design the evaluation system, we use long-term and short-term as well as quantitative and qualitative indexes.

Focusing on the objective situation and value contribution of INGOs, we selected 13 indicators to evaluate INGOs from four dimensions: activeness, influence, output and other effects, as shown in Table 1.

Table 1. INGOs evaluation framework

Objective situation of INGOs	<i>Activeness:</i> the number and form of activities, websites and publications, smooth communication, etc.
	<i>Influence:</i> members or partners, participation of national leaders or industry leaders, etc.
Value contribution of INGOs	<i>Output:</i> reflecting demands, academic exchange, international standard preparation and revision, acquisition of information, international awards, etc.
	<i>Other effects:</i> leadership, helping company development, serving national diplomacy activities, etc.

3.2 Evaluation Indicators

This section describes the evaluation indicators in detail contained in the evaluation system.

3.2.1 Objective situation category

(1) The number and form of activities, which is used to evaluate the activeness of INGOs.

Count the number of activities carried out by the INGO in the specific year. According to the activity level, it is divided into large-scale activities (10 points/time), medium-sized activities (5 points/time) and small-scale activities (2 points/time). Among them, large-scale events involving more than 10 countries and more than 100 participants; medium-sized activities involving more than 5 countries and more than 30 participants; other activities are small-scale activities. Cumulative score for all the events, the upper limit of this indicator is + 15 points.

(2) Websites and publications, which is used to evaluate the publicity of INGOs.

An INGO has a functioning website and officially published reports or publications. If it has website and publications + 10 points, if it only has website or only has publications + 5 points.

(3) Smooth communication, which is used to evaluate the service quality of INGOs.

Evaluate the convenience of communication with INGOs, whether they can get timely responses, and whether there is a special person responsible for actively contacting and communicating with the enterprise on various matters and providing necessary help. The evaluation is scored subjectively, with an upper limit of + 10 points.

(4) Members or partners, which is used to evaluate the scale of INGOs and the potential resources available to enterprises.

Count the number of members/ partners of INGOs. > 10 members + 1 point, every additional 10 members+ 1 point, the upper limit + 10 points.

(5) Participation of national leaders or industry leaders, which is used to evaluate the influence of INGOs and the importance of the organization to the country.

Statistics on the participation of national leaders/ industry leaders in the INGO. Leaders at the highest level participate in relevant activities + 10 points, and leaders at the deputy level participate in activities + 5 points.

3.2.2 Value contribution category

(6) Reflecting demands, which is used to evaluate the INGO's ability to meet the demands of the enterprise.

Count the number of appeals or demands that the company reflects to the INGO and the number of effective support or solutions the INGO provide. The demands are supported or resolved (+5 points /issue). The demands has not been resolved, but the INGO plays an active role in promoting it (+2 points /issue). Cumulative score, the upper limit of this indicator is + 10 points.

(7) Information, which is used to evaluate the quantity and effectiveness of information services provided by INGOs.

Count the number of effective professional information obtained by the company from the INGO (1 point /piece). The upper limit of this indicator's cumulative score is 10 points, for non repeated scores that have been included in other indicators.

(8) Technical exchange, which is used to evaluate the role and effectiveness of INGOs as an exchange platform and the enthusiasm of the company to participate in INGOs.

The forms and effects of companies participating in the activities of INGOs are mainly evaluated from the following five aspects.

1) Count the number of times the company makes keynote speeches or participates in conferences, exhibitions or any events hold by the organization. The company makes a speech or publish a report on the main conference (+10 points /time). The company makes a speech or publish a report on the panel /sub-conference (+8 points / time). As exhibitors (+6 points / time) and participating activities (+4 points / time). Sum up the scores. For meetings or events with more than 100 participants, the score coefficient is 1.0, and for meetings or events with less than 100 participants, the score coefficient is 0.5.

2) Count the number of events initiated by the company through the INGO platform. Events with more than 100 participants +10 points / time, more than 30 participants +5 points / time, more than 5 participants +2 points / time.

3) Count the number of papers published on the conference of the organization, including core journals (10 points / article), general journals (conference papers and poster) (8 points / article), and conference proceedings (6 points / article).

4) Count the number of articles or policy report (5 points / article) that the company has provided cases or made contribution.

5) If the company has carried out joint research projects with/through the international organization, + 10 points for each project.

Sum up the above scores, for the non-repeated scores that have been included in other indicators, the upper limit of this indicator is + 40 points.

(9) Standard preparation and revision, which is used to evaluate the leading or influential role that the company can play in the preparation and revision of international standards on the INGO platforms.

Count the number of the company's leading or participating in the preparation and revision of international standards (10 points /standard). If the standard is prepared and revised by the company's personnel, the score coefficient is 1.0. For those who participate in the preparation and revision of standards (top 10 participants), the score coefficient is 0.8. For others involved in the preparation and revision of standards, the score coefficient is 0.5. Cumulative score, the upper limit of this indicator is + 10 points.

(10) International awards, which is used to evaluate the role played by INGOs in publicizing the company's achievements and increasing the company's brand reputation.

Count international awards that the company get from the organization. According to the award level, we can +10 points or +5 points. If the international organization is not an award setting unit, but plays a positive role in applying for recommendation or participating in the review, the score coefficient is 0.5. The upper limit of this indicator is + 10 points.

(11) Leadership, which is used to evaluate the influence and right of speech of the company in INGOs.

Count the positions in INGOs taken by leaders/ or experts from the company. Serving as chairman, vice chairman or position at the same level + 5 points, serving as leader and deputy leader of professional technical group + 3 points, serving as expert of professional technical group and becoming a member of professional committee (industry group) + 2 points. Cumulative score, the upper limit of this indicator is + 10 points.

(12) Serving the development of the company, which is used to evaluate the role of participating in INGOs in the development of the company.

Participating in an INGO is of great value in promoting the company's business expansion, management improvement and technological progress. Describes the role played by the INGO in the company's development, which has not been included in other indicators. If the above conditions are met, the analyst will score according to the role played by the company, with the upper limit of + 10 points.

(13) Serving national diplomacy events, which is used to evaluate the role of the company's participation in INGOs in serving national diplomacy.

The background and platform role of INGOs are of great significance for the company to establish good government enterprise relations, create a favorable business environment. Describes the important role played by INGOs in national diplomatic events, which has not been included in other indicators. If the above conditions are met and the total score of the first 12 indicators is ≥ 120 , + 5 points. If the above conditions are met and the total score of the first 12 indicators is less than 120, +10 points.

(14) Other bonus, which is used to supplement other roles played by INGOs.

At present, there are few studies on the effectiveness evaluation of INGOs. This set of evaluation system is designed and developed by the research group based on the existing data and experience. Although it has been studied and deliberated repeatedly, there will inevitably omissions and deficiencies. Evaluators can supplement other bonus according to their own experience in participating in INGOs, with the upper limit of + 10 points. The evaluation system of INGOs can be updated iteratively with reference to other bonus filled in by evaluators.

3.3 Evaluation Result

Sum up all the scores for each indicator, and the full score of the evaluation is 160 points (except the bonus). The result is divided into four grades: A [110-160], B [70-110], C [30-70), D [0-30), according to the final score. (The grade division set here is based on test results on some INGOs evaluated by the study group. It will be more practical and objective with more evaluation on different INGOs.)

Grade A is "excellent", which means that the INGO has high value and should be closely linked. Grade B is "Good", which means that the INGO can play its role normally and should maintain contact. Grade C is "Average", which means that the INGO plays a weak role but still has some use. Grade D is "Poor", which indicates that the INGO is inefficient or ineffective and should be suspended or withdrawn.

In case of violation of laws and regulations, damage to the interests of the company or the country, and have a great negative impact on the company, the evaluation results of the organization shall be directly recorded as a D.

Different type of INGOs (such as academic international organizations and non academic international organizations) could have very different evaluation results. However, the evaluation criteria among organizations of the same type are the same. The grades could be reset with different type of INGOs. Besides, the company's development strategy is also a factor need to be considered when we set the grades.

4. Organizing Process of The Evaluation

Taking a group company as an example, the International Department of the headquarter organizes the evaluation of INGOs every two years. The secretariats of INGOs, departments and subordinates directly involved in the events of INGOs shall help the evaluation. The International Department of the headquarters shall summarize, analyze and release the evaluation results.

Every two years, carries out effectiveness evaluation on the INGOs participated by the company. Due to the different frequency of events carried out by different INGOs, so the year with better performance is selected for evaluation.

Evaluators should have deeply participated in the relevant events of the evaluated INGO, have a better understanding of the INGO, and can contact the organization and obtain relevant information conveniently. The management department that joined the organization shall assist the evaluators to get the information they need.

The evaluation system shall prepared and released by the International Department of the headquarter. According to the evaluation results, internal and external environment changes and actual work, the International Department of the headquarter shall regularly organizes the adjustment and revision of the evaluation system of INGOs.

5. Summary

This paper constructs an evaluation system of INGOs from the aspect of enterprises in order to analyze the effectiveness of participating INGOs and to promote the value of the international platforms. The evaluation system contains 13 indicators with specific criteria and a bonus to update the system. We also designed a organizing process for a group company to carry out the evaluation. For the next step, we need to test the evaluation system with different kinds of INGOs to make it more practical and reasonable.

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