

## Peirong Lin's research on Countering Mission Drift in a Faith-based Organisation

The German publishing House Verlag für Kultur und Wissenschaft – Culture and Science Publ. (VKW) published Peirong Lin's research on '*Countering Mission Drift in a Faith-based Organisation: An Interdisciplinary Theological Interpretation Focused on the Case Study of World Vision's Identity Formation*'. The book presents the case study of World Vision as a useful contribution in the discussion of mission drift, a common phenomenon facing faith-based organizations. Mission drift has been categorised as a drifting away from the organization's founding mission, purpose and identity.

Peirong Lin (PhD) is the Human Resource Director and Research Coordinator for the World Evangelical Alliance's Department for Theological Concerns in Bonn, Germany. She has studied in university institutions in three different continents majoring in different academic disciplines. Inspired by her practitioner background in different international Christian organizations. She is also an affiliated researcher at the Evangelische Theologische Faculteit (Leuven, Belgium). Native to Singapore, Peirong grew up in a multi-cultural and religious context. She is passionate about how Christian values can positively influence society. She is married and a mother living in Bonn, Germany.

Peirong is both a theologian and a passionate human development professional. She has the special gift of helping others to develop and implement concrete action plans. She is also experienced in coordinating expert input to enhance the capacity and productivity of administrative staff.

Based on her acute awareness that one's actions are subconsciously influenced by one's beliefs, Peirong deeply understands the relevance of theology in everyday life. This conviction motivated her study in theology and religious studies at the Evangelische Theologische Faculteit. She had previously earned a bachelor's degree in business administration and a master's degree in organizational leadership. Peirong's first human resources position was with World Vision, the international faith-based relief organization, for which she travelled frequently to assist staff members in various countries.

### Bibliographical information:

- Peirong Lin. *Countering Mission Drift in a Faith-based Organisation: An Interdisciplinary Theological Interpretation Focused on the Case Study of World Vision's Identity Formation*. VKW / Culture and Science Publ.: Bonn, 2019. 448 pp. 32.00 €. ISBN 978-3-86269-169-2. ([Front cover](#), [Cover](#), [Book](#))

