

Call for Chapters

Uniting Marketing Efforts for the Common Good: a challenge for four sectors
(working title)
Deadline: 10th Sep 2022

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Springer Proceedings in Business and Economics
Indexed in Scopus

Following the XXI International Congress on Public and Nonprofit Marketing (IAPNM 2022), held in Braga (Portugal) on the 7th and 8th of July 2022, we are happy to invite you to submit your paper to our edited book titled:

“Uniting Marketing Efforts for the Common Good: a challenge for four sectors”.

The book will have as its main theme challenges and opportunities of the emerging fourth sector. We welcome submissions from the congress participants and will also invite contributions from a wider audience.

The convergence of profit, public, nonprofit and social organizations constitutes an increasingly important reality which has been labelled the fourth sector. This movement brings together talents, resources and skills from governmental and non-governmental partners, corporations and civil society at large to leverage well-being responses and develop new approaches to address social challenges. The diversity and complexity of these problems heightened by the pandemic call for a collective social effort and innovative solutions. In particular, there is a special need of creating an inclusive society for all, regardless of gender, age, background or physical restrictions.

By taking ownership of community well-being and fostering partnerships, different stakeholders can share responsibilities to build a better future and common good.

We welcome submissions of full papers that address, but are not restricted to, the following topics under the lenses of marketing in public, nonprofit, social and the emerging fourth sector organizations:

- Public, social and private collaborations - fourth sector approaches
- Social innovation
- Social businesses and social ventures
- Inclusive entrepreneurship
- Marketing strategy, branding and digital marketing
- Value co-creation
- Marketing and the UN Sustainable Development Goals
- Green marketing, fair trade, or responsible consumption and production

- Fundraising and crowdfunding
- Volunteer recruitment and management
- Digitalization and social inclusion
- Artificial Intelligence and Digital marketing tools
- Cause-Related Marketing (CRM) and Corporate Social Responsibility (CSR)
- Impact of Covid-19 and public, nonprofit, social and fourth sector responses
- Territorial Marketing and public diplomacy: destination marketing for sustainable territorial development
- Marketing in transformative public services (health, education, public transport...)
- Interventions to fight stigma towards vulnerable populations and promote inclusion, gender equality and active citizenship
- Customer Experience, emotions and messages for engagement and loyalty
- Marketing for well-being and mental health

Important dates:

Full paper submission: 10-09-2022

Notification to authors: 21-10-2022

Submissions:

Guidelines

Free format submission

Maximum 8.000 words

Submission Link

<https://easychair.org/conferences/?conf=bookiapnm2022>