

CALL FOR PAPERS

XXI INTERNATIONAL CONGRESS ON PUBLIC AND NONPROFIT MARKETING (IAPNM 2022)

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

University of Minho
Braga - Portugal

7 and 8 July, 2022



International
Association
on Public and
Nonprofit
Marketing



University of Minho
School of Economics and Management

Conference Website: www.IAPNM2022.eeg.uminho.pt

Contact email: IAPNM2022@eeg.uminho.pt

The School of Economics and Management of the University of Minho is honoured to organize and host the XXI International Congress on Public and Nonprofit Marketing (IAPNM 2022), which will be held in Braga (Portugal) on the 7th and 8th of July 2022.

We are inviting submissions to this congress. IAPNM has a rich tradition of bringing together public, nonprofit and social marketing researchers in a friendly and fruitful academic event. We are all eager to return safely to face-to-face activity and discuss relevant topics in this field.

This edition will have as its main theme challenges and opportunities of the emerging fourth sector: “Uniting Marketing Efforts for the Common Good: a challenge for four sectors”.

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.

IAPNM 2022

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 Economics and Social Economy
- 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: 19-03-2022

Notification of acceptance: 30-04-2022

Deadline for early registration: 05-06-2022

Submissions

We welcome the submission of full papers in English, Spanish or Portuguese. Please note that only submissions in English are eligible for best paper award and the publication opportunities associated with the conference (www.IAPNM2022.eeg.uminho.pt).

Submissions in Spanish and Portuguese must include an abstract in English.

Guidelines

The format of the paper should follow the guidelines of the official publication of AIPNM, which is International Review on Public and Nonprofit Marketing.

The paper length should be between 15 and 20 pages. Please provide an abstract of 150 to 250 words and 4 to 6 keywords. Use 10-point Times Roman for text. Use italics for emphasis. Use the automatic page numbering function to number the pages. Authors are encouraged to follow official APA version 7 guidelines for References.

More information about guidelines can be found in the following website:

<https://www.springer.com/journal/12208/submission-guidelines>

Please note that each registered author can present a maximum of two papers.

Submission Link: <https://easychair.org/conferences/?conf=iapnm2022>