

# IAPNM 2022 SCIENTIFIC PROGRAMME

**07.07.2022**

**9.00-10.00 Registration**

Lobby School of Economics and Management

**10.00 – 10.30 Opening Ceremony**

Room: 3

**10.30 – 11.15 Plenary session**

*Keynote speaker*

Carlos Oliveira Santos - Elected Director, International Social Marketing Association (ISMA)

*Keynote speaker*

Carlos Santos - Resilience Manager, Human Power Hub

**11.15 – 11.30 | Coffee break**

**11.30– 12.45 Parallel Sessions**

**Session 1.1 – Attracting Social Donations**

Room: 1

**Chairs:** José Carlos Pinho and Cherouk Amr Yassin

**Papers:**

Sandra Graça - Nonprofit Marketing Strategies: Increasing Value for American Donors

Walter Wymer and Ljiljana Čačija - Charity Marketing Adaptation To The Growth Of Donation Crowdfunding

António Filipe Rodrigues, Mónica Meireles and Marieta Valente. - Altruism under multiple choices: testing the too-much-choice effect in donations

Ahmed Benhoumane -Characteristics Of Content Promoting Giving Intention Among Social Media Users

## **Session 1.2 – Nonprofit Branding**

**Room: 2**

**Chairs:** Marco Escadas and Emerson Wagner Mainardes

**Papers:**

Marc Lunkenheimer and Alexander H. Kracklauer - Meaningfulness, Social Impact, And Legitimacy - A Critical Literature Review of Definitions of the Concept “Purpose-Driven Branding”

Ulrika Leijerholt, Christopher Chapleo and Helen O’sullivan - A complex identity and brand structure: insights from the Swedish public sector

Marlize Terblanche-Smit and Carolin Welsler - Is Brand Activism Evolved Csr? Implementing A Brand Activism Strategic Framework

Lara Sepulcri and Emerson Wagner Mainardes - Nonprofit Brand Orientation And Its Relationship With Antecedents, Consequences, And Barriers In An Emerging Country

## **Session 1.3 – Online Session - Pandemic Challenges in Public and Nonprofit Marketing**

**Room: 3**

**Chairs:** Joaquim Silva and Anna Vaňova

**Papers:**

Alex Jimenez-Díaz, Anibal Toscano-Hernandez, Fredy Anaya-Yances and Leonardo Díaz-Pertuz - Consumer perception in the hospitality industry in times of covid-19: evidences from the Colombian Caribbean

M. Mercedes Galan-Ladero and M. Isabel Sanchez-Hernandez - Covid-19 & Donation Behavior. The Inditex Case

Lara Santos, Luisa Lopes, Salette Esteves and Israel Bulha - Crisis Management Planning in Nonprofit Organizations - The Portuguese Case in COVID-19

Anibal Toscano-Hernandez, Alex Jimenez-Díaz, José Acosta-Lopez and Deivi Fuentes-Doria -Out-of-home food consumer behavior during COVID-19: analysis of motivational factors and service experiences in the Colombian Caribbean.

**13.00 – 14.00 | Lunch**

**14.15 – 15.30 Parallel Sessions**

## **Session 2.1 – Sustainable Tourism and Destinations**

**Room: 1**

**Chairs:** José Carlos Pinho and Madalena Abreu

Katalin Lőrincz, Ildikó Ernszt and Katalin Formádi - (More) Sustainable Festivals during the Pandemic - the Challenges of the Festival Organizers and the Needs of the Visitors

Sónia Avelar, Natália Cabral, Flávio Tiago and Teresa Tiago - The power of photographs in sustainable destination online branding: the case of Pico Island

Judit Sulyok, Katalin Lőrincz and Zoltán Veres - Whose responsibility is it? Evaluation of sustainable tourism development at Lake Balaton

## **Session 2.2 – Health-Related Social Marketing**

**Room: 2**

**Chairs:** António Azevedo and Magdalena Cismaru

**Papers:**

Barbara Czarnecka, Katherine Baxter, Debra Basil, Francisco Guzman and Claire O'Neill - The effectiveness of gendered wording in health promotion leaflet - exploratory experiment in four English-speaking countries: the UK, USA, Ireland and Canada.

Mona Mohamed Elbadry, Ana Maria Soares and Beatriz Casais - Improving consumer's health behaviours in Egypt

Maria Inês Sousa, Susana Costa E Silva and Maher Georges Elmashhara - The Body Dissatisfaction Role in the Adoption of Compulsive Healthy Eating Behaviors

António Azevedo and Ângela Azevedo - Influence of socio-cultural pressure on internalisation of the thin body ideal for the effectiveness of fitness advertising using thin/lean versus overweight/realistic endorsers

## **Session 2.3 – Online session – Management of Nonprofit Organisations (Portuguese/Spanish Presentations)**

**Room: 3**

**Chairs:** Isabel Macedo and Ana Lanero Carrizo

**Papers:**

Pedro Cuesta-Valiño, Azucena Penelas-Leguía and Patricia Durán-Álamo - Las Redes Sociales como vehículo de comunicación de los ODS en empresas de distribución comercial en España

Carolina Sanchez, Enrique Carlos Bianchi and Carla Rodríguez-Sanchez - ¿Son persuasivas las publicidades ambientales? Análisis de campañas para el cuidado del agua de Iberoamérica.

Laiza Laany Domingos de Souza, Marconi Freitas da Costa, Marianny Silva and Jomilson Queiros de Jesus - Estratégias de Marketing Social no Combate ao Covid-19: Uma análise das campanhas de saúde desenvolvidas em um município brasileiro

## 15.30 – 15.45 | Coffee break

### 15.45 – 17.00 Parallel Sessions

#### Session 3.1 – Nonprofit /Higher Education Marketing

**Room: 1**

**Chairs:** Paulo Mourão and Christopher Chapleo

**Papers:**

Mirna Leko Šimić, Helena Štimac and Sendi Deželić - Students' satisfaction with education service in public vs. private higher education institutions in transitional economies

Cherouk Amr Yassin - Understanding the Effect of University Social Responsibility in Marketing: The Case of Reviving Egyptian Touristic Spots in Time of Pandemic and Its Effectiveness on The Learners Outcomes

João Domingues and Amélia O. Carvalho - Scientific Contribution in the Field of Nonprofit Governance: a bibliometric analysis

Iuri Figueiredo, Madalena Eça de Abreu and Márcia R. C. Santos - An Analysis Of Religious Organizations On The Digital Marketing World

#### Session 3.2 – Place Branding

**Room: 2**

**Chairs:** Sónia Nogueira and Teresa Tiago

**Papers:**

Darina Rojíková, Anna Vaňová, Katarína Vitálišová and Kamila Borseková - Comparison of approaches to branding of selected European and Slovak cities

Anna Adamus-Matuszyńska and Piotr Dzik - Double Visual Identity of Place Brand: Coat of Arms & Logo. The case of Poland

Katarína Vitálišová, Anna Vaňová and Darina Rojíková - Marketing as a management tool of biosphere reserves to achieve goals of Agenda 2030

#### Session 3.3 – Online Session - Engagement and Co-Creation among Audiences and Stakeholders

**Room: 3**

**Chairs:** Helena Alves and Joaquim Silva

## Papers:

Kavian Faghinasiri, Ana Maria Soares and Helena Alves - Value Cocreation Activities in Online Health Communities: A Systematic Literature Review

Carla Rodriguez-Sanchez, Franco Sancho-Esper and Eduardo Torres-Moraga - Can the tourist behave as a citizen of the tourist destination and help its environmental sustainability?

Negin Zarandi, Ana Maria Soares and Helena Alves - Student Satisfaction And Co-Creation Behavior In Game-Based Learning In Higher Education

**17.20 19h30 – Braga city center walking tour**

**19h30 - Dinner at Nogueira da Silva Museum (city center)**

**08.07.2022**

**9.30- 10.00 Registration**

**10.00- 11.15 Parallel sessions**

### **Session 4.1 – Gender Issues in Social Marketing**

**Room: 1**

**Chairs:** Elisabete Sá and Marisa Ferreira

#### **Papers:**

Walter Henley, Sampath Kumar and Aniruddha Pangarkar - Are Gender and Regulatory Focus Fit Theory useful in Improving Effectiveness of Public Service Announcements? A Study in the United States of America

Ana Cristina Silva and Elisabete Sá - Design of a Social Marketing Intervention to achieve gender equality in dance

Ana Neto, Marisa Ferreira and Ana Borges - Adolescents' Perceptions of Gender Inequality

### **Session 4.2 – Sustainability / Corporate Social Responsibility**

**Room: 2**

**Chairs:** Arminda do Paço and Amparo Cervera-Taulet

#### **Papers:**

Sadaf Shariat and Shahab Gholizadehdastjerd - Patent Developments In Technology Markets: Business Growth, Competitiveness And Corporate Social Responsibility

Erzsébet Hetesi and Noémi Vizi - Investigation of relationship between global citizenship and responsible consumption, and an optional narrowed area: fashion industry as an optional research area in the future

Thais Argolo and Arminda Do Paço - Content marketing and persona building for sustainable brands: The case of "Mãe Natureza"

Berta Tubillejas-Andrés, Amparo Cervera-Taulet and Haydee Calderón-García - How Much Does A Reviewer Write In A Review? Analysis Of The Review Length Based On User-Generated Content

### **Session 4.3 – Online Session – Civic participation in social issues**

**Room: 3**

**Chairs:** Ricardo Gouveia Rodrigues and Mirna Leko Šimić

**Papers:**

Sujo Thomas, Twinkle Trivedi, Ritesh Patel and Viral Bhatt - Is cause-related marketing participation intention driven by personality and subjective happiness?

Ricardo Grilo, Vera Vale and Susana Marques - Get Woke, Go Broke? A conceptual paper on brand activism

Farah K. Helmy, Ana Maria Soares and Eiman M Negm - Fashion Civic Engagement: Understanding Consumption of Fashion as Self-Expression and Communication Medium

Hina Yaqub Bhatti, Mercedes Galán-Ladero and Clementina Galera-Casquet - The Starring Role Of SDG 10: Reduce Inequality Within And Among Countries. A Case Study Of Bisconni Pakistan

### **Session 4.4 – Social Marketing**

**Room: 4**

**Chairs:** Maurice Murphy and Marlize Terblanche-Smit

**PAPERS:**

Maurice Murphy and Feargal Murphy - An Investigation Of The Harms Associated With Problem Gambling.

Angela Lima de Sousa and Beatriz Casais - From nudging to greenwashing in FOP food packaging: A Research proposal to measure social marketing effectiveness\_

Beatriz Casais and João F. Proença - An historical analysis of celebrity endorsement in social marketing: tackling new research questions for the digital era

Marta Videira, Mafalda Nogueira and Sandra Gomes - The influence of social marketing and social media tools to fight against animal abandonment and stimulate responsible animal adoption from NFPOs

## 11.15 – 11.30 | Coffee break

**11.30- 12.45 Round Table: Opportunities for research in the fourth sector: quo vadis social, public and nonprofit marketing?**

**Room: 2**

Amparo Cervera-Taulet

Helena Alves

José Luis Vasquez-Burguete

## 13.00 – 14.00 | Lunch

### 14.15 – 15.30 Parallel Sessions

#### Session 5.1 – Sustainable Consumption and Social Entrepreneurship

**Room: 1**

**Chairs:** Elisabete Sá and Walter Wymer

**Papers:**

Noelia Salido-Andres, Nuria Garcia-Rodriguez and Silvia Cachero-Martinez - Sustainable consumption and Social Enterprises: main findings from a systematic literature review

Olavo Pinto and Beatriz Casais - Public Policy for Anti-consumption: a literature analysis of multi-level implications

Zahra Khamseh, Jose Carlos Pinho and Marjan Jalali - Institutional dimensions and social entrepreneurship value creation: Exploring differences between types of economy

Zenaida Leite and Elisabete Sá - Managers' intentions towards green microfinance: The case of Microfinance Institutions of the developing country of Cape Verde

#### Session 5.2 – Social Marketing/ Nonprofit Communication

**Room: 2**

**Chairs:** Joaquim Silva and Noelia Salido-Andrès

**Papers:**

Magdalena Cismaru and Onur Akdaş - A Framework for Communications Encouraging Personal Budgeting

Barbara Czarnecka and Katherine Baxter - Communicating with culturally diverse and economically deprived communities to encourage adoption of environmentally friendly behaviours- the effectiveness of local versus global message framing and shocking images.

Cherouk Amr Yassin - Consumers' Perceptions and Attitudes Toward Social Media Recommended Advertisements Take a Forward Step

**Session 5.3 – Circular Economy and Sustainability (Spanish /Portuguese Presentations)**

**Room: 3**

**Chairs:** Paulo Duarte and José Luis Vázquez-Burguete

**Papers:**

César Sahelices-Pinto, Ana Lanero-Carrizo and José Luis Vázquez-Burguete. Cosmética Sostenible E Imagen De Marca En Redes Sociales: Un Estudio Comparativo Entre Millennials Y Centennials

Cleidiane A. J. M. Souza, Arilda Teixeira and Silveli de Andrade. Produtos Sustentáveis Em Pregões Eletrônicos De Compras Públicas E Os Fatores Que Interferem Em Seus Preços

Emmanuelle Brederode, Joaquim Silva and Helena Alves. A Co-Criação De Valor Do Consumidor Enquanto Cidadão Através Do Comportamento Pro-Circular

**15.30 – 17.00 Closing Session**

**Room: 3**

Meet the Editors

Best Paper Awards

IAPNM 2023 Announcement

Closing Ceremony

**19.30 – 21.00 | Gala Dinner at Panoramic Restaurant, University of Minho**