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Call for Papers

International Congress on Teaching Cases in Public and Nonprofit Marketing

The International Association of Public and Nonprofit Marketing (AIMPN/IAPNM), in collaboration with the University of León (Spain), the National University of Distance Education UNED (Spain), and the University of the Pacific (Peru), is organizing the **15th International Congress on Teaching Cases in Public and Nonprofit Marketing**. The congress, under the slogan *“Looking into the Future: Conscious of Responsible Production and Consumption”*, will take place in a **hybrid format (in-person and online)** on **December 15, 2023**. The congress is open to **academics, experts, undergraduate, postgraduate, and doctoral students** interested in any of the various branches of public and nonprofit marketing, as well as other related disciplines or aspects such as corporate social responsibility, sustainability, circular economy, etc.

TYPES OF CONTRIBUTIONS

Three types of contributions are welcome, either by authors from the same university or institution or by teams involving interdisciplinary and/or international collaboration:

- **Public and nonprofit marketing teaching cases:** these contributions are developed by teams consisting, as a general rule, of one to five undergraduate, postgraduate, or doctoral students, under the guidance of an academic tutor. Depending on the case content, a second academic tutor and/or an additional tutor from the professional field (company, public entity, or non-governmental organization) can be involved.

These cases should focus on actions or initiatives of companies, public entities, or non-governmental organizations that are considered noteworthy by the authors in terms of their interest and impact. The approximate length of the cases is between 8 and 12 pages, according to the following structure: abstract, introduction, development, discussion questions, conclusions, and bibliography. Specific guidelines regarding the content as well as other formatting details are provided in a template available on the website <https://casos-aimpn.org/>, where examples of cases from previous editions of the congress can also be found.

- **Senior public and nonprofit marketing cases:** these contributions are developed by teams consisting of one to five academics and/or experts. Like those ones of the previous category, these cases should focus on actions or initiatives of companies, public entities, or non-governmental organizations that are considered noteworthy by the authors in terms of their interest and impact. The approximate length of these cases is between 10 and 15 pages, according to the same structure and format indications.
- **Innovative teaching experiences** related to public and nonprofit marketing and/or other directly related disciplines or aspects: these contributions are developed by teams consisting of one to five authors from the academic field. The content should be related to the presentation of experiences developed and implemented in the educational environment, following an innovative and/or inspiring methodology capable of guiding, motivating, and contributing to the emergence of similar experiences, or being replicable. The approximate length of these contributions is between 10 and 15 pages, following the same format guidelines as the previous two types.

The following thematic areas are suggested (but not limited to):

- Marketing of nonprofit organizations and entities.
- Public sector marketing.
- Political and electoral marketing.
- Green marketing.
- Marketing of arts, culture, and creative industries.
- Socially responsible production and consumption.
- Circular economy.
- Corporate social responsibility and sustainability actions (external and internal).
- Social marketing.
- Social entrepreneurship and social innovation.
- Digital marketing with social impact.
- Artificial intelligence and its applicability to the public and nonprofit fields.



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MODALITIES OF PARTICIPATION MODALITIES AND BENEFITS FOR PARTICIPANTS

The International Congress on Teaching Cases in Public and Nonprofit Marketing offers the option of **attending in-person** (participating in the congress sessions at one of the venues) or **virtually** (accessing the working sessions through provided links along with the final program).

In the one or the other case, participants will receive a **certificate of participation** and **presentation for the contributions submitted**, with no limits on the number of submissions. Additionally, they will receive an electronic copy of the **proceedings book** or any other publication resulting from the congress.

The Scientific Committee will **award the best contributions** based on the quality of their content and presentation, which will be acknowledged by issuing and delivering the corresponding **diploma**. The awarded authors, as well as those with equally relevant or similar quality works, will be invited to publish them (as presented at the Congress or improved versions based on reviewer comments and suggestions) in the journals "Cases in Public and Nonprofit Marketing" (<https://casos-aimpn.org/>) or "Responsibility & Sustainability" (<https://responsibility-sustainability.org/>). For contributions deemed particularly scientifically relevant, their authors may be invited to publish them in the "International Review on Public and Nonprofit Marketing" (<https://www.springer.com/journal/12208>).

The participating **tutors** in the Congress will be part of its **Scientific Committee**, and they will receive a **certificate** accrediting this circumstance. Those who present senior cases, innovative teaching experiences, and other academic staff or experts who request it, may also participate in the **XXI Scientific-Teaching Conference "Challenges and Opportunities for Public and Nonprofit Marketing 2023"**, to be held during one of the working sessions of the Congress (with an additional participation certificate).

INSTRUCTIONS FOR SUBMISSIONS

The works in their different modalities, either in English, Spanish, or Portuguese, in Word format and following the corresponding **template** available at (<https://casos-aimpn.org/>), should be sent to the email address aimpn.iapnm@gmail.com before November 22, 2023.

REGISTRATION FEES

Undergraduate, postgraduate, or doctoral students (presenting one or more teaching cases, with no limit on the number of works submitted): €10 per person (all authors must be registered).

Tutors of teaching cases (supervising one or more teaching cases, with no limit on the number of works submitted): free of charge.

Authors of senior cases and/or innovative teaching experiences (with no limit on the number of works submitted): €15 per person (all authors must be registered), free for members of the International Association of Public and Nonprofit Marketing.

IMPORTANT DATES

- **Deadline for team/participant registration and submission of contributions: November 22, 2023.**
- Contribution review (double-blind process): November 23-30, 2023.
- Communication of acceptance or rejection decision and submission of reports with comments and improvement suggestions: November 23 - December 3, 2023.
- **Payment of fees for authors of selected works: December 4-12, 2023 (instructions for making the payment will be sent to registered participants whose works have been accepted).**
- **Congress celebration: December 15, 2023.**