

CALL FOR PAPERS

**18th INTERNATIONAL CONGRESS ON PUBLIC AND
NON-PROFIT MARKETING**

Marketing and Management Department,

Faculty of Business and Economics,

Széchenyi István University,

Győr, Hungary

3 – 5 JULY 2019

THEME:

**CHALLENGES IN PUBLIC, NON-PROFIT AND
SOCIAL MARKETING**



18th INTERNATIONAL CONGRESS ON PUBLIC AND NON-PROFIT MARKETING

The International Association on Public and Non-profit Marketing (IAPNM/AIMPN), in collaboration with Széchenyi István University, and in cooperation with Society of Marketing Education and Research (EMOK) organises the 18th International Congress on Public and Non-profit Marketing.

The last eighteen years have seen meaningful advances in the theory and practice of public and non-profit marketing. The researchers have introduced new conceptual models and approaches to influence behaviour that promotes environment, health and important public services. The challenge for the non-profit and public sector is to identify those values that efficiently contribute to the quality of life improvement on local, regional and international level. Anderson and Ostrom present an emerging area of transformative service research, which focuses on well-being outcomes related to health care services, social services and education services, too. Their framework focuses on two key types of well-being: eudaimonic and hedonic. Eudaimonic well-being emphasizes the realization of potential. Hedonic well-being is rooted in the ideas of pleasure and happiness. Regarding to the value offerings, researchers would focus on understanding how non-profit organizations can engage not only in new service innovation but also in social innovation. Overall, they contend that social innovation requires the deployment of an internal market orientation and information (including communication) technological competence in an organization. They argue that these two drivers positively influence the extent to which service organizations may engage in successful social innovations. The authors conceptualize four types of social innovations that non-profit organizations may pursue. First, these organizations may strive for innovations in their service offerings, including activities, projects, and programs, all of which have the potential to enhance client well-being. Second, they may socially innovate internally in the planning, implementation, and delivery process of their service offerings. Third, organizations may engage in social innovation through integrated marketing communication strategies. That is, they may socially innovate by introducing new forms of communication to reach their clients and to manage relationships with their stakeholders. Fourth, non-profit organizations may engage in social innovation internally, in terms of organizational structure or the introduction of new governance practices.

The event aims for joint participation of professors and researchers in a discussion forum revealing concerns regarding those aspects related to the responsible and/or sustainable character of activities carried out by entrepreneurs, businesses, public institutions, and/or non-profit organisations, considered from a marketing view. We also welcome studies, analyses or views from closely related disciplines. Papers that incorporate current thinking and developments by both academics and practitioners, combine a comprehensive theoretical foundation with practical insights are especially welcomed. The theme of this Congress can be interpreted broadly. Papers can either be empirical, conceptual or practical.

We encourage researchers to submit their papers in English for the event, bringing their valuable contributions to the field of Public, Social, and Non-profit Marketing, and according to the format in the template that will be provided in the website.

Conference venue

Management Campus, Department of Marketing and Management, Széchenyi István University
Address: Egyetem tér 1. Győr, 9026. Hungary
We are looking forward to meeting you in Győr!

Topics to be discussed during the event include:

- Digital tools in Social Marketing,
- Value co-creation in public and non-profit marketing,
- Branding in non-profit organizations,
- Public and Private collaborations,
- Donation behaviour,
- Volunteer Management,
- Green Marketing,
- Sustainable marketing,
- Marketing in transformative services (health, education, public transport,...)
- Destination and city marketing,
- Sustainable Tourism,
- Cause-Related Marketing,
- Corporate Social Responsibility,
- Innovation and teaching experiences in Public and Non-profit Marketing,
- Other related topics.

We invite all researchers and students interested in the subject to submit their paper until 2nd April 2019, as well as actively participate in the event, which takes place from July 3th to 5th 2019, in Széchenyi István University, Győr, Hungary.

Each paper can have up to five (5) authors, and authors are allowed up to three (3) submissions of papers by an author (regardless of whether sole or co-authored).

The paper presentation in the congress and its inclusion in the conference proceedings is subject to registration by least one of the authors and a delegate can only present one paper.

In order to standardize the format of the article, you must use the **template for authors**: [IAPNM_2019_template_for_fullpaper.docx](#)

For any queries or suggestions, kindly send e-mail to iapnm2019@sze.hu

It is important to highlight that editors of international journals will be attending the event in order to invite the best articles for submission. Papers will be considered for publishing in the following journals:

- [International Review on Public and Nonprofit Marketing](#) (abstracted/indexed in SCOPUS, Google Scholar, ProQuest, Academic OneFile, ECONIS, Expanded Academic, OCLC, Research Papers in Economics (RePEc), SCImago, Summon by Serial Solutions)
- [Responsibility & Sustainability](#)
- Budapest Management Journal ([Vezetéstudomány folyóirat](#)), (It is a Hungarian journal, ranked in the „B” category by the Hungarian Academy of Sciences. This is a leading scientific journal of Corvinus University of Budapest. Indexed in EBSCO Academic Search Complete.

- The Hungarian Journal of Marketing and Management, <http://ktk.pte.hu/tudomany/kiadvanyok/kari-folyoiratok/mm/instructions-authors> It is a Hungarian journal, ranked in the „C” category by the Hungarian Academy of Sciences. Indexed in EBSCO.
- SPACE – ECONOMY – PEOPLE (Tér – Gazdaság – Ember, <https://kgk.sze.hu/szerzoknek>), The Academic Journal of Széchenyi István University, Kautz Gyula Faculty of Economics. It is ranked in the „C” category by the Hungarian Academy of Sciences
- APSTRACT (Applied Studies in Agribusiness and Commerce), <http://apstract.net/>. An internationally recognized journal of business and commerce, ranked in the „A” category by the Hungarian Academy of Sciences. This is a leading scientific journal of University of Debrecen, Faculty of Economics and Business. It has been listed on the IDEAS/RePEc, AgEcon Search, and DOAJ.
- Ekonomski vjesnik/Econviews, <http://www.efos.unios.hr/ekonomski-vjesnik/en/>. It is indexed in the following bases: CAB International, EconLit, EBSCOHost, DOAJ, WOS-ESCI and hers.

Important Dates:

Deadline for submitting abstracts and full papers: April 2 2019.

Notification of acceptance/rejection: May 2 2019.

Early bird registration deadline: May 30 2019.

Final registration deadline: June 10 2019.

<https://emok.hu/iapnm>

Contact email: iapnm2019@sze.hu

Registration fees:

Until 30 / 05 / 2019	260 EUR
After 30 / 05 / 2019	300 EUR

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Széchenyi István University, Department of Marketing and Management in cooperation with
Society of Marketing Education and Research (EMOK)



**INTERNATIONAL
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