

# 23<sup>rd</sup> INTERNATIONAL CONGRESS ON PUBLIC AND NONPROFIT MARKETING

Universidade da Beira Interior, Covilhã & Universidade Católica Portuguesa, Porto, Portugal

3-6 July 2024, <https://iapnm24.ubi.pt>

Dear Researchers,

In 2024, the Universidade da Beira Interior, Faculty of Social and Human Sciences and Católica Porto Business School, Universidade Católica Portuguesa, will host the 23rd edition of the International Congress on Public and Nonprofit Marketing, where academic researchers and professionals will meet to discuss contemporary topics and challenges faced by public and nonprofit organizations.

The 2024 congress continues the tradition of the IAPNM by focusing on pungent topics in the fields of public and nonprofit marketing in a friendly atmosphere and working environment for the presentation and discussion of the latest scientific and practical advances. The 2024 Congress aims to explore marketing efforts to combat poverty and leverage the potential of artificial intelligence to achieve this goal. Additionally, the congress seeks to incorporate non-business topics such as cause-related marketing from a commercial perspective, benefiting firms, charities, individuals, and community-building. Other aspects to be addressed include cultural activities, regional development through tourism, volunteering experiences, local cultural values, innovation, sustainability, and the marketing of cultural products not solely for profit, extending to the preservation of regional cultural traditions, particularly through public support for tourism. More general issues such as CSR, sustainability, or responsible socio-economic development contributions from diverse knowledge fields are welcome.

The congress will provide productive meetings, encourage collaborative projects, and nurture international cooperation networking. The main objective of the 23rd edition is to allow the sharing of research findings or ongoing work that contribute to a deeper understanding of the panorama of public and nonprofit entities, as well as their collaborations with for-profit sectors, to achieve positive social objectives.

The 2024 edition of the International Congress on Public and Nonprofit Marketing will take place in Covilhã and benefit from the partnership between two prestigious Portuguese universities known for the research, teaching, and community engagement in these domains.

We eagerly await empirical research findings and insights from experts in these fields. Representatives from marketing education, research, and the profession are encouraged to attend this congress. The Organizing Committee is committed to ensuring that the 23rd IAPNM Congress is a successful and memorable event.

Best Regards,

Ricardo Gouveia Rodrigues, Susana Costa e Silva, and Paulo Duarte,  
*Co-chairs of the Organizing Committee, ([iapnm24@ubi.pt](mailto:iapnm24@ubi.pt))*

## **Possible Topics include, but are not restricted to:**

- Artificial Intelligence in Nonprofit and public organizations
- Branding in public, nonprofit, and social organizations
- Cause-related marketing and corporate social responsibility
- Circular economy, sharing economy, and green marketing
- The role of nonprofit marketing in international conflicts
- Digital marketing tools in public, nonprofit, and social marketing
- Donation behaviour and management
- Education in public and nonprofit marketing
- Global economic challenges
- Innovation and teaching experiences
- Issues related to contributions/solutions from public, nonprofit, and social areas to health and socio-economic challenges
- Marketing in transformative services (health, education, public transport, etc.)
- Cultural aspects in nonprofit marketing
- Marketing of cultural products
- Marketing of public services (education, health, public administration)
- Marketing of well-being and quality of life
- Migration challenges for nonprofit marketing
- Place marketing: branding and sustainable destination marketing
- Public, private, and social collaborations - Fourth-sector approaches
- Responsible consumption and production; fair trade
- Social businesses, social innovations, and social economy
- Subsistence Marketplaces and Sustainable Socio-economic Development
- Sustainability and responsibility issues in public, nonprofit, and social marketing
- Sustainable tourism approaches to destination and city marketing
- UN Sustainable Development Goals
- Value co-creation in public, nonprofit, and social fields
- Volunteer recruitment and management
- Other issues related to the Public and Nonprofit organizations

## **Important dates**

Submission open	Submission of extended abstract	Notification of acceptance of extended abstract	Full paper submission	Deadline for early registration	Deadline for regular Registration	Conference
12 February	15 March	22 March	30 April	30 April	10 June	3-6 July

## **Venue**

Faculdade de Ciências Sociais e Humanas, Universidade da Beira Interior, Covilhã, Portugal

(<https://maps.app.goo.gl/JaihQzH3Bcan9uSe6>)



## **Extended abstract guidelines**

- Submissions should be preferentially in English, but Spanish and Portuguese are also welcome.
- Submissions must use Times New Roman 11 and 1,5 line spacing.
- A4 page format with 2,5 cm (1 inch) margins
- Abstracts submission is only possible online via the web submission platform (<https://cmt3.research.microsoft.com/IAPNM2024>)
- Length: up to 1000 words.

## **Parts of the Extended Abstract**

- 1) Title of the paper
- 2) Author and Co-authors' name, surname, affiliation/institution, country, and emails
- 3) Keywords (up to 5 keywords)
- 4) Content: Introduction, theoretical background, methods, results, and conclusions
- 5) References (The references are not counted in the word limit)

Abstracts must be submitted in Word format.

Information on submissions is available at <https://iapnm24.ubi.pt/>.

## **Enhancement sessions**

Enhancement sections devoted to ongoing work, research proposals, case studies, and students' participation

- For junior researchers and students looking for insights and contributions on ongoing work and research proposals; and
- For researchers looking for collaborations and partnerships in research projects development, grant applications, and mobility opportunities.

Participation in the Enhancement sessions is limited to a PowerPoint presentation with a maximum of 3 slides to promote the discussion. The PowerPoint presentation must be submitted using the submission platform before 30 April 2024.

## **Registration Dates**

	<b>Deadline</b>
Early	30/04/2024
Regular	10/06/2024
Enhancement Sessions	10/06/2024

Please note that, for each paper, at least one author must attend the Congress. All fee-paying authors will receive a certificate upon the presentation of the paper.

## **Special Issues and Proceedings**

Special Issues are being prepared for selected papers in the Congress.

Proceedings will include all the extended abstracts accepted for presentation, except if the authors request otherwise.

## **Committees**

Co-chairs:

**Ricardo Gouveia Rodrigues**, Universidade da Beira Interior

**Susana Costa e Silva**, Universidade Católica Portuguesa

**Paulo Duarte**, Universidade da Beira Interior

Organising Committee:

**Andreia Ferreira**, Universidade da Beira Interior  
**Arminda do Paço**, Universidade da Beira Interior  
**Carla Pereira**, Universidade da Beira Interior  
**Cláudia Dias**, Universidade da Beira Interior  
**Elisabeth Baía**, Universidade da Beira Interior  
**Eugénia Pedro**, Universidade da Beira Interior  
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**Nathalia Suchek**, Universidade da Beira Interior  
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**Celina Solek**, Warsaw School of Economics  
**Charles Nwaneri Emezi**, Federal Polytechnic Nekede Owerri  
**Claude Pecheux**, Catholic University of Leuven  
**Clementina Galera**, University of Extremadura  
**Cristina Estevão**, Universidade da Beira Interior  
**Edith Patricia Borboa Álvarez**, Technologic Institute of Sonora  
**Edy Lorena Burbano**, Universidad de San Buenaventura Cali  
**Elisa Monnot**, Cergy-Pontoise University  
**Emerson Wagner Mainardes**, FUCAPE Business School  
**Enrique Carlos Bianchi**, Catholic University of Córdoba  
**Erzsébet Hetesi**, University of Szeged  
**Gabriel Wald**, Catholic University Andres Bello  
**Gonzalo Díaz**, University of Las Palmas de Gran Canaria  
**Helena Maria Alves**, Universidade da Beira Interior  
**Hina Bhatti**, Riphah International University  
**Inês Veiga Pereira**, Polytechnic of Porto Porto Accounting and Business School  
**Irena Ograjenšek**, University of Ljubljana  
**Ivan Georgiev**, Trakia University Stara Zagora  
**Jorge Cea Valencia**, Federico Santa María Technical University  
**José Luis Vázquez**, University of León  
**Judit Sulyok**, University of Pannonia  
**Katalin Lórinz**, University of Pannonia  
**László Józsa**, University of Pannonia  
**Luis Matosas López**, Rey Juan Carlos University  
**Luis Ortigueira**, Pacific University /Universidad del Pacífico  
**Madalena Eça de Abreu**, Instituto Politécnico de Coimbra,  
**Marco A. Rios Ponce**, Azuay University /Universidad del Azuay  
**Maria Isabel Sanchez-Hernandez**, University of Extremadura  
**Maria Mercedes Galan-Ladero**, Universidad de Extremadura  
**Mario J. Miranda**, Ramkhamhaeng University Institute of International Studies

**Marisa Ferreira**, Polytechnic Institute of Porto  
**Marlene Demetriou**, University of Nicosia  
**Marlize Terblanche-Smit**, Stellenbosch University  
**Maurice Murphy**, Cork Institute of Technology  
**Mirna Leko-Šimič**, University of Osijek  
**Miroslav Foret**, College of International and Public Relations Prague  
**Nancy Engelhardt**, Marymount University  
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**Paulo Duarte**, Universidade da Beira Interior  
**Paulo Jorge Gonçalves**, Polytechnic of Porto Porto Accounting and Business School  
**Ricardo Gouveia Rodrigues**, Universidade da Beira Interior  
**Rodoula Tsiotsou**, University of Macedonia  
**Sebastian Martin**, University of Applied Sciences Upper Austria  
**Susana Costa e Silva**, Universidade Católica do Porto  
**Walter W. Wymer**, University of Lethbridge  
**Zoltán Veres**, University of Pannonia

### **About IAPNM**

The International Association on Public and Nonprofit Marketing (**IAPNM**) / Asociación Internacional de Marketing Público y No Lucrativo (AIMPN) is a nonprofit professional society established in 2002 looking for a stable networking platform for academics and practitioners from marketing or other related disciplines who are concerned with or interested in these knowledge fields as well as in any other issue dealing with responsibility in businesses, administrations, and nonprofits. It aims to contribute to the establishment of adequate bases for an integrated, responsible, and sustainable socio-economic development model worldwide.