



2024

# XXIII INTERNATIONAL CONGRESS

## ON PUBLIC AND NONPROFIT MARKETING

### PROGRAM OF PARALLEL SESSIONS

(Final)

Universidade da Beira Interior  
3-5 July 2024 - Covilhã, Portugal

# GENERAL PROGRAM

## 03.07.2024 (Wednesday)

14:00 – 15:00	Registration
15:00 – 15:30	Opening Ceremony
15:30 – 17:00	Plenary Session
17:00 – 17:30	Coffee Break
18:00 – 19:30	Covilhã city centre walking tour
19:30 – 21:00	Welcome drink (Melo e Castro Palace (40.27832213015977, -7.504131634717384 R. Marquês de Ávila e Bolama, 155, 6200-053 Covilhã)

## 04.07.2024 (Thursday)

08:30 – 10.00	Registration
09:00 – 11.00	Parallel Sessions
11:00 – 11:30	Coffee Break
11:30 – 12:45	Round Table Session
13:00 – 14:00	Lunch
14:15 – 15:30	Parallel Sessions
15:30 – 16:00	Coffee Break
16:00 – 17:30	Parallel Sessions
17:30 – 19:30	Free time
19:30 – 23:00	Gala Dinner

## 05.07.2024 (Friday)

09:00 – 10:00	Registration
10:00 – 11:30	Parallel Sessions
11:30 – 12:00	Coffee Break
12:00 – 13:00	Closing Session
13:00 – 14:00	Lunch
14:30 – 20:30	Organised tour

# PARALLEL SESSIONS



## Thursday (July 4, 2024)

**09:00 - 11:00**

Room	Chair	Authors	Title	Topic
Joy	<b>Mirna Leko Šimić</b>			Consumer Behaviour
		Mirna Leko Šimić (efos) Karla Bilandžić Tanasić (Faculty of Economics and Business in Osijek)	Intention To Engage In Different Types Of Prosocial Behavior – Do Socio-Demographics Matter?	
		Aloisio Henrique Mazzarolo (Fucape Business School) Emerson W Mainardes (Fucape Business School) Vitor Azzari (Fucape Business School)	Consumer-Society Value Orientation	
		Susana C. Silva (Universidade Católica Portuguesa) Carla Martins (universidade Católica Portuguesa) Beatriz Casais (Universidade do Minho)	Exploring Post-Purchase Guilt: Empowering Gen Z and Millennials in China's Luxury Retail Market	
		Júlia Tobak (University of Pannonia) Fanny Liska (University of Pannonia) Zoltán Veres (University of Pannonia) Ildikó Kovács (Budapest Business University) Dávid Hargitai (University of Pannonia)	The impact of social marketing to encourage the practice of leisure sports	
Bliss	<b>Mercedes Galan Ladero</b>			Tourism
		Sara Brito Filipe (Instituto Politécnico de Castelo Branco) Paulo Duarte (Universidade da Beira Interior)	Intelligence as the driving force behind a broad territorial marketing strategy: (in)convergences for municipal cooperation	
		Luis Vaz (Universidade da Beira Interior) Jéssica Alves (Instituto Politécnico de Bragança) Pedro Mota Veiga (Universidade da Maia & NECE) Ricardo Gouveia Rodrigues (Universidade da Beira Interior)	Travel And Tourism Demand Drivers: The Role Of Natural, Cultural And Non-Leisure Resources In The European Territory	
		Hina Yaqub Bhatti (Riphah International Univetsity) Mercedes Galan Ladero (University of Extremadura, Spain) Clementina Galera Casquet (University of Extremadura, Spain)	The Influence of Consumer socio-economic characteristics and Religiosity on Consumer Attitudes towards Cause-Related Marketing in the Muslim World	
Inspiration	<b>Teresa Felgueira</b>			Mixed
		Ionara Cortez Bezerra (EEG University of Minho) Beatriz Casais (EEG, CICS.NOVA (Universidade do Minho) Cristina G. Marreiros (Cefage, Universidade de Évora )	Factors of Sustained Competitive Advantage in Social Enterprises: A Systematic Literature Review using the TCCM Framework	
		Sara M. André (Universidade da Beira Interior) Juan Miguel Rey-Pino (Universidad de Granada) Luís Mendes (Universidade da Beira Interior)	The Social Marketing perspective: a systematic literature review	
		Teresa Felgueira (Polytechnic of Guarda) Teresa Paiva (Polytechnic of Guarda) Vanya Carvalho (Polytechnic of Guarda)	Service Marketing: Client Satisfaction of São Tomé and Príncipe Embassy	
	Delight	<b>Coffee Break</b>		
<b>11:30 - 12:45</b>				
<b>Round Table</b>				
Hope	<b>Moderator: Susana Costa e Silva</b> Miguel Tarouca Gavinhos, Vice-Presidente da Câmara Municipal do Fundão António Marques, Presidente da Direção do Special Olympics Portugal Amparo Cervera-Taulet, Editor-in-Chief of the International Review on Public and Nonprofit Marketing			

Thursday (July 4, 2024)

14:15 - 15:30

Room	Chair	Authors	Title	Topic
Joy	<b>Katharina Anna Kaltenbrunner</b>		Eliciting emotions through e-WOM: A lever for enhancing blood donation	Health
	Katharina Anna Kaltenbrunner (Paris Lodron Universität Salzburg) Sandra Stoetzer (Johannes Kepler University Linz)			
Bliss	<b>Amparo Cervera-Taulet</b>		How can consumers of fashion products be grouped according to their consumption patterns and how can their attitudes towards sustainability be characterised?	Sustainability
	Noémi Vizi (University of Szeged) Erzsébet Hetesi (University of Szeged)			
	María Fernanda Villavicencio (Universidad Católica de Cuenca, Ecuador ) Amparo Cervera-Taulet (Universidad de Valencia) Waleska Schlesinger (University of Valencia)			
Inspiration	<b>José Luis Vázquez Burguete</b>		Estudio De Las Alianzas Sociales Entre Empresas Y Onl: Un Análisis Bibliométrico	Sustainability
	Elena Muñoz Muñoz (Universidad De Extremadura) Víctor Valero Amaro (Universidad de Extremadura) María Jesús Barroso Méndez (Universidad de Extremadura) Clementina Galera Casquet (Universidad de Extremadura)			
	Cátia S. F. Bernardino (University of Beira Interior) Pedro Nuno Cunha Craveiro (Universidade da Beira Interior) Paulo Duarte (Universidade da Beira Interior) Arminda Paço (UBI) Helena Alves (UBI) Ricardo Rodrigues (UBI)		Revisão Sistemática da Literatura: Desafios da Sustentabilidade e Comportamento do Consumidor	
	José Luis Vázquez Burguete (University of León) María Purificación García Miguélez (University of León)		Breve análisis de la Directiva UE 2024/825 y sus implicaciones para la comercialización de productos responsables y sostenibles	
Delight	<b>Coffee Break</b>			

16:00 - 17:30

Room	Chair	Authors	Title	Topic
Joy	<b>Ana Lanero</b>		The Use Of Humour In Occupational Health And Safety Campaigns: An Experimental Study Of Advertising Effectiveness Based On Eye Tracking	Mixed
	Ana Lanero-Carrizo (University of León) César Sahelices-Pinto (University of León) José Luis Vázquez-Burguete (University of León)			
	María Blanco-Barreiro (University of León) Sofia Pinto (Universidade do Minho) Beatriz Casais (EEG, CICS.NOVA (Universidade do Minho)			
	Volunteer-to-Volunteer (V2V) Interaction: antecedents, types and consequences			
	Madalena Eça Abreu (Polytechnic University of Coimbra, CEOS.PP-Coimbra, Portugal) Iuri Figueiredo (Polytechnic University of Coimbra)		Digital Marketing in Portuguese Religious Organizations	
Bliss	<b>María-Angeles Iniesta-Bonillo</b>		Smart and Sustainable Cities – Citizens Perceptions about the Potential of Digitalization	Sustainability
	Leandro Martins (CIICESI)			
	Sara Herrada-Lores (Universidad de Almería) Antonia Estrella-Ramón (Universidad de Almería) María-Angeles Iniesta-Bonillo (University of Almeria)			
Inspiration	<b>Silveli Andrade</b>		Comportamento do Consumidor e Políticas Públicas	Mixed
	Natália CL Alicerces (Universidade Beira Interior) Linda Clementina Lusivika (Universidade Beira Interior)			
	Silvia Sanz (Universidad de Valencia) Daniela Buzova (Universidad de Valencia) Paula Fierro (Universidad de Valencia) Amparo Cervera-Taulet (Universidad de Valencia)		Explorando la nueva normalidad turística: un análisis post-covid de percepciones, actitudes y comportamientos	
	Patrícia Oliveira (Universidade da Beira Interior) Fernando Carvalho Rodrigues Ricardo Gouveia Rodrigues (Universidade da Beira Interior)		Marketing as a Belief System: a model of consumer behaviour	
	Silveli Cristo de Andrade (Multivix) Murilo da Rocha Gomes (Fucepe Business School)		A Influência dos Antecedentes do Teletrabalho na Intenção de Rotatividade	



## Friday (July 5, 2024)

10:00 - 11:30				
Room	Chair	Authors	Title	Topic
Joy	Sandra Gomes	Sandra Gomes (IPAM The Marketing School) Mafalda Nogueira (IPAM The Marketing School) Claudia Viegas (H&TRC - Health & Technology Research Center) Beatriz Neto (H&TRC - Health & Technology Research Center) Marija Cerjak (Faculty of Agriculture, University of Zagreb, Croatia) Marilia Prada (ISCTE) Derya Dikmen (Faculty of Health Sciences (Department of Nutrition and Dietetics) Hacettepe University) Sanja Filipec (Faculty of Food Technology and Biotechnolgy) - University of Zagreb Zvonimir Satalic (Faculty of Food Technology and Biotechnolgy) - University of Zagreb Liliana Ferreira (GreenUPorto—Sustainable Agrifood Production Research Centre/Inov4Agro, Faculdade de Ciências da Nutrição e Alimentação ) Ada Rocha (GreenUPorto—Sustainable Agrifood Production Research Centre/Inov4Agro, Faculdade de Ciências da Nutrição e Alimentação)	From theory to plate: Developing a stakeholder's engagement model within a social marketing strategy to promote the adherence of the Mediterranean diet in higher education	Food
		João Pereira (Universidade da Beira Interior) Ricardo Gouveia Rodrigues (Universidade da Beira Interior) Ana Gouveia (Universidade da Beira Interior) Hugo Ferreira (Instituto de Biofísica e Engenharia Biomédica, Faculdade de Ciências, Universidade de Lisboa)	Food consumption and climate change – A bibliometric analysis	
Bliss	Dávid Máté Hargitai	Piotr Dzik (Academy of Fine Arts and Design in Katowice) Marta Adamczyk (Katowice Business University) Anna Adamus-Matuszyńska (University of Economics in Katowice)	Employer Branding: Socially Responsible Management as a Competitive Advantage of a University	Education
		Dávid Máté Dr. Hargitai (University Of Pannonia ) Annamária Sasné Dr. Grósz (University Of Pannonia)	Preferences in university choice: how to win students in a fierce competition?	
		Andreia CB Ferreira (Universidade da Beira Interior) Ricardo Gouveia Rodrigues (Universidade da Beira Interior) Pedro Mota Veiga (Universidade da Beira Interior)	Political marketing: What are perception, satisfaction, and trust's roles in voting decision? An empirical analysis	Political marketing
Delight	<b>Coffee Break</b>			
12:00 - 13:00				
Hope	<b>Closing Session</b>			