

# 22ND INTERNATIONAL CONGRESS ON PUBLIC AND NONPROFIT MARKETING

“Cultural values in nonbusiness marketing”

“Valores culturales en marketing público y no lucrativo”

”Valores culturais no marketing público e sem fins lucrativos”

University of Pannonia, Veszprém, Hungary  
5th-7th July 2023



[iapnm2023.gtk.uni-pannon.hu](http://iapnm2023.gtk.uni-pannon.hu)

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Dear Researchers,

In 2023 the University of Pannonia, Faculty of Business and Economics will host the international representatives of the nonbusiness – public and nonprofit – marketing research. The 2023 congress on one hand continues the more than 20-year-old tradition of the IAPNM, and on the other hand it integrates into the Veszprém-Balaton 2023 European Capital of Culture programme series. ECoC and nonbusiness marketing are interconnected in several threads. We can think, for example, of the marketing of cultural activities, which is detached from the for-profit sphere in many areas, but the ECoC programme itself carries a lot of nonbusiness content, such as the community building, contributing to the connection of fragmented social strata; the volunteering, by involving the community to help residents of the region to gain new experiences; the tradition, supporting project development with the awareness of local cultural values; the innovation, stimulating cultural demand in the area; and the sustainability, by implementing developments in the long-term environmental interest of the region.

Choosing ECoC as the focus of the congress, all thoughts on marketing culture are welcome. And, of course, culture in its broadest sense. This includes the marketing of cultural products that are not purely for-profit at one end of the scale, up to the protection of the cultural traditions of a region, for example, through public support for tourism. And, of course, in addition to the congress's theme note, we welcome the presentation of any research findings that will help us better understand how public and non-profit actors work, and even their collaboration with the for-profit sphere for positive social goals. At the congress in Veszprém, we hope to get closer to a better understanding of the mechanism of action of nonbusiness marketing through exciting track discussions. So, we are waiting for the empirical results of fellow researchers.

We welcome submissions of full papers that address, but are not restricted to, the following topics under the lenses of marketing and culture in public, nonprofit, social and the emerging fourth sector organizations:

- Marketing of culture
- Global economic challenges
- Social businesses, social innovations and social economy
- Public, private and social collaborations - fourth sector approaches
- Managements aspects of donation and volunteering
- Cause-related marketing and corporate social responsibility
- Place marketing: branding and sustainable destination marketing
- Value co-creation in public, nonprofit and social fields
- Responsible consumption and production; fair trade
- Social marketing
- Marketing of public services (education, health, public administration)
- Marketing of well-being and quality of life
- Sustainability and responsibility: circular economy, sharing economy
- The power of education in non-business marketing

Beyond its significance, the congress is a festive event for us, as the young Faculty of Business and Economics of the University of Pannonia in Veszprém is going to celebrate the 20-year anniversary of its foundation in 2023. Representatives of marketing education, marketing research and the marketing profession are welcome to attend the congress in the City of Queens, Veszprém. On behalf of the Organizing Committee, we will do everything we can to make the 22nd IAPNM Congress a successful and memorable event.

Greetings

**Zoltan Veres**

*Chair of the Organizing Committee*

*Head of Research Centre*

University of Pannonia, Faculty of Business and Economics  
Veszprém



# IMPORTANT DATES & DEADLINES



## SUBMISSION

We welcome the submission of extended abstracts and full papers in English, Spanish or Portuguese. Please note that only submissions in English are eligible for Best Paper Award and the publication opportunities associated with the conference (<https://iapnm2023.gtk.uni-pannon.hu/>). Submissions in Spanish and Portuguese must include an abstract in English.

## GUIDELINES

The extended abstract length should be maximum 400 words including maximum 5 keywords. Abstracts must be sent in Word format. It must include the research's

- Purpose
- Design/methodology/approach
- Findings
- Originality

The full paper length should be between 6-9000 words; including title of tables, graphs, etc. and references. Please provide an abstract of 150 to 200 words and maximum 5 keywords. Use 11-point Times New Roman and line spacing of 1.5 for text. Use italics for emphasis. Use the automatic page numbering function to number the pages. Authors are encouraged to follow the style rules of the Congress and replace the text of the template with that of their work, without introducing format modifications. Authors are encouraged to follow official APA version 7 guidelines for References.

**More information about guidelines** can be found in the following website:  
<https://iapnm2023.gtk.uni-pannon.hu/>

Please note that each registered author may present a maximum of two papers.