

22ND INTERNATIONAL CONGRESS ON PUBLIC AND NONPROFIT MARKETING

"Cultural values in nonbusiness marketing"

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



EXTENDED ABSTRACT

All submissions must include an extended structured abstract, following the format outlined below.

These four sub-headings and their accompanying explanations must always appear in bold:

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

The following three sub-headings are optional and can be included, if applicable:

- Research limitations/implications
- Practical implications
- Social implications

The maximum length of your abstract should be 400 words in total, including maximum 5 keywords.

The extended abstract should be prepared in Times New Roman (11-point).

Please delete the information about the authors from the document.

Submission open: 1 February 2023.