

22ND INTERNATIONAL CONGRESS ON PUBLIC AND NONPROFIT MARKETING

"Cultural values in nonbusiness marketing"

University of Pannonia, Veszprém, Hungary

5th-7th July 2023



SPECIAL TRACK

on EFFECTIVE DIGITAL MARKETING

FOR IMPROVING SOCIETY BEHAVIOR TOWARD DEI AND SDGS

A Special Track is organized at the conference in connection with the book listed in the Publication options. The theme of the track is: Effective Digital Marketing for Improving Society Behavior toward DEI and SDGs.

Researchers and practitioners are invited to submit their paper that clearly explain the mission and concerns of his or her proposed chapter. Selected papers from the submissions to the Effective Digital Marketing for Improving Society Behavior toward DEI and SDGs Special Track of the 22nd International Congress on Public and Nonprofit Marketing will be invited for submission of a chapter to the book Effective Digital Marketing for Improving Society Behavior toward DEI and SDGs.

Further information:

<https://www.igi-global.com/publish/call-for-papers/call-details/6379>