

## 22ND INTERNATIONAL CONGRESS ON PUBLIC AND NONPROFIT MARKETING

*Venue: University of Pannonia, Building A (8200 Veszprém, Egyetem utca 10.)*

*Please note that Building A can be identified based on the building inscription  
“GAZDASÁGTUDOMÁNYI KAR” on the street front.*

### PROGRAM

05.07.2023 Wednesday		
12.00 - 15.00	Registration	University of Pannonia, Building A (8200 Veszprém, Egyetem utca 10.)
14.00 - 14.30	Opening Ceremony	Auditorium A1
14.30 - 16.30	Plenary Session	Auditorium A1
16.30 - 17.00	Coffee Break	Building A
17.00 - 19.00	Veszprém city center walking tour	Veszprém city center
19.00 - 21.00	Welcome drink & Dinner (at the end of sight-seeing)	Fricska Étteremlakás (10, Miklós street (utca), Veszprém)
06.07.2023 Thursday		
8.30 - 10.00	Registration	University of Pannonia, Building A (8200 Veszprém, Egyetem utca 10.)
9.00 - 11.00	Parallel Sessions	Rooms A104, A114, A122, A204, A234
11.00 - 11.30	Coffee Break	Building A
11.30 - 12.45	Round table	Auditorium A1
13.00 - 14.00	Lunch	Building A
14.15 - 15.30	Parallel Sessions	Rooms A104, A114, A122, A204, A234
15.30 - 16.00	Coffee Break	Building A
16.00 - 17.30	Parallel Sessions	Rooms A104, A114, A122, A204, A234
17.30 - 19.30	Free time	-
19.30 - 23.00	Gala Dinner	Villa Medici Hotel & Restaurant (11, Kittenberger street (utca), Veszprém)
07.07.2023 Friday		
9.00 - 10.00	Registration	University of Pannonia, Building A (8200 Veszprém, Egyetem utca 10.)
10.00 - 11.30	Parallel Sessions	Rooms A104, A114, A122, A204, A234
11.30 - 12.00	Coffee Break	Building A
12.00 - 13.00	Closing Session	Auditorium A1
13.00 - 14.00	Lunch	Building A
Friday afternoon	Organized tour to lake Balaton (pre paid)	Lake Balaton

05.07.2023 Wednesday		
14.30 - 16.30	Plenary Session	Auditorium A1

## Plenary Speakers

**Melanie Kay Smith:** Social and Non-Profit Marketing: Implications for Culture and Tourism

**Edit Kővári:** Culture as a community binder and non-profit service in Veszprém-Balaton ECoC

**Natália Oszkó-Jakab:** Valley of Arts - a nonprofit enterprise and festival in the past 10 years

06.07.2023 Thursday		
9.00 - 11.00	Parallel Sessions	Rooms A104, A114, A122, A204, A234

### Session No. 1.

#### PLACE MARKETING & CITY MANAGEMENT

Session chair: **Judit Sulyok**

Room A122

1. CONSIDERING OPEN INNOVATION ORIENTATION IN CITY MANAGEMENT  
Estibaliz Rodríguez-Núñez, Amparo Cervera-Taulet & Iñaki Periañez-Cañadillas
2. NEOLIBERAL ZEITGEIST VS. SARMATIAN (OR OTHER) GENIUS LOCI IN TERRITORIAL MARKETING AND BRANDING OF THE POLISH LOCAL GOVERNMENT UNITS (LGU)  
Piotr Dzik & Anna Adamus-Matuszyńska
3. COOPERATIVE MODEL OF TOURISM DEVELOPMENT IN RURAL, SMALL-TOWN DESTINATIONS  
Katalin Nagy, István Piskóti, Anita Marien & Adrienn Papp
4. THE SOCIAL REPRESENTATION OF LOCAL FOOD AMONGST STUDENTS  
Veronika László
5. PLACE BRANDING IN THE CONTEXT OF UK 'NEW' UNIVERSITIES  
Helen O'Sullivan, Chris Chapleo & Fiona Cownie

**Session No. 2.**

**PUBLIC, PRIVATE AND SOCIAL COLLABORATIONS / SOCIAL MARKETING**

**Session chair: Zoltán Veres  
Room A114**

1. THE RELATIONSHIP BETWEEN NONPROFIT DENSITY AND SOCIOECONOMIC INDICATORS IN AN EMERGING COUNTRY  
Rubia Bottacine Dalvi, Emerson Wagner Mainardes & Lara Mendes Christ Bonella Sepulcri
2. MARKETING CHALLENGES FACED BY NON-PROFIT ORGANIZATIONS IN EMERGING COUNTRIES: THE CASE OF TUNISIA  
Meriem Maazoul, Sirine Haj Taieb & Sihem Larif
3. A QUALITATIVE EXPLORATION INTO YOUNG ADULTS' ATTITUDES TOWARDS TESTIMONIAL FEAR APPEAL ADVERTISEMENTS TAILORED AGAINST MARIJUANA CONSUMPTION  
Nana Afua Kumiwaa Asante & Marlize Terblanche-Smit
4. POSSIBILITIES OF THE CSR AND SOCIAL MARKETING IN THE HEALTH-CONSCIOUS LEISURE-TIME SPORTS  
Fanny Liska, Ildikó Kovács & Zoltán Veres
5. HEALTHVERTISING IN NON-FOOD PACKAGING: A PANDORA BOX?  
Ângela L. Sousa, Beatriz Casais & Ana Maria Soares

**Session No. 3.**

**CAUSE-RELATED MARKETING & CSR**

**Session chair: Annamária Sasné Grósz  
Room A104**

1. FINANCIAL AND VALUE-BASED REASONS FOR CAUSE RELATED MARKETING PARTNERSHIPS – A SYSTEMATIC LITERATURE REVIEW OF COOPERATION MOTIVES  
Sandra Stötzer & Katharina Kaltenbrunner

2. THE EFFECT OF CULTURE DRIVERS ON CUSTOMER ENGAGEMENT IN INTERNATIONAL CAUSE-RELATED MARKETING  
Wilson Ndasi B.
3. THE EFFECTS ON CORPORATE REPUTATION OF PHILANTHROPY, CORPORATE SOCIAL IRRESPONSIBILITY, AND CUSTOMER VALUE ORIENTATION  
Julio Simao dos Santos, Emerson Wagner Mainardes & Silveli Cristo de Andrade

**Session No. 4.**

**CAUSE-RELATED MARKETING & CSR (ONLINE)**

**Session chair: Katalin Formádi**

**Room A204**

1. A HYBRID SEM-ANN-NCA APPROACH TO PREDICT THE FACTORS INFLUENCING CSR AUTHENTICITY AND CRM PURCHASE INTENTIONS: AN ATTRIBUTION THEORY PERSPECTIVE  
Vinod Malkar, Ritesh Patel, Viral Bhatt, Sudhir Pandey & Sujo Thomas
2. THE ROLE OF RELIGIOSITY IN SHAPING CONSUMER ATTITUDES TOWARDS CAUSE-RELATED MARKETING IN THE ASIAN MARKET: EVIDENCE FROM PAKISTAN  
Hina Yaqub Bhatti, M. Mercedes Galan-Ladero & Clementina Galera-Casquet
3. RELATIONSHIP BETWEEN IDEOLOGICAL PREJUDICES ABOUT PRIVATE ENTERPRISE AND CUSTOMERS' PERCEPTION OF SOCIAL RESPONSIBILITY: A STUDY IN PERU  
Oscar Licandro & Luis Camilo Ortigueira-Sánchez
4. THE CONCEPT OF CORPORATE SOCIAL RESPONSIBILITY TAUGHT IN LATIN AMERICAN UNIVERSITIES: AN ANALYSIS FROM THE PERSPECTIVE OF MANAGEMENT STUDENTS  
Oscar Licandro, Luis Camilo Ortigueira-Sánchez, Gisell Pinochet, Enrique Bianchi, Samuel Goizueta, Tito Flores Cáceres, Maruchi Ruiz González, Marco Antonio Ríos Ponce, Kathy Murillo, Edith Patricia Borboa, Francisco Farnum, Patricia Correa, Rosana Meleán Romero & Gabriel Wald

5. WHAT IF I KNOW THE BRAND- THE ROLE OF BRAND FAMILIARITY IN  
MITIGATING THE NEGATIVE EFFECT OF GREENWASHING

Merve Coşkun Ekinci & Ali Emre Aydın

**Session No. 5.**

**RESPONSIBLE CONSUMPTION (ONLINE)**

**Session chair: Maurice Murphy**

**Room A234**

1. COOKED CHICKPEA AS PARTIAL MEAT REPLACER OF A LAMB-MEAT,  
OLIVE-OIL EMULSION-TYPE SAUSAGE  
S. A. Kasaiyan, I. Caro, J. Mateo & D.D. Ramos
2. BARRIERS TO BECOMING, MAINTAINING, AND PUBLICLY PRACTICING  
VEGANISM: A QUALITATIVE ANALYSIS IN MIDDLE EASTERN  
COUNTRIES  
Gelareh Salehi, Estela Díaz & Raquel Redondo
3. THE STAGES OF CHANGE IN THE VEGANISM JOURNEY: AN ABDUCTIVE  
APPROACH ON THE TRANSTHEORETICAL MODEL (TM) AND THE  
PRECAUTION ADOPTION PROCESS MODEL  
Gelareh Salehi, Estela Díaz & Raquel Redondo
4. PRESENT AND FUTURE OF A PROMISED BIOSPHERE RESERVE IN SPAIN:  
THE TOURISM SUSTAINABILITY PLAN OF THE SIBERIA EXTREMEÑA  
Sánchez-Hernández M.I., Maldonado-Briegas J.J. & Romero-Barba G.
5. THE IMPACT OF SOCIAL MEDIA STRATEGY ON THE  
INTERNATIONALISATION OF SMES AND SUSTAINABILITY  
Maria Nieves Fernández López

11.30 - 12.45

Round table

Auditorium A1

## ROUND TABLE SESSION

Chair: Erzsébet HETESI

**What Chances of Nonbusiness Marketing has got amid the Global Trend?**

14.15 - 15.30

Parallel Sessions

Rooms A104, A114, A122, A204,  
A234

### Session No. 6.

#### DONATION

Session chair: Mirna Leko-Šimić

Room A114

1. NON-PROFIT ORGANIZATION BRAND AWARENESS: DOES IT IMPACT GENERATION Z PROSOCIAL BEHAVIOR?  
Mirna Leko Šimić, Ana Pap Vorkapić & Karla Bilandžić Tanasić
2. IN-KIND DONATIONS – PECULIARITIES AND MARKETING CHALLENGES  
Sandra Stötzer & Katharina Kaltenbrunner

### Session No. 7.

#### MARKETING OF CULTURE

Session chair: Katalin Lőrincz

Room A104

1. THE DILEMMA BETWEEN OMNI-CULTURAL VERSUS MONO-CULTURAL BRANDING IN MULTICULTURAL ENGLISH TOWNS: IS APPEALING TO 'ALL' MORE EFFECTIVE THAN APPEALING TO 'ONE'?  
Ademola Ajeyomi, Barbara Czarnecka & Karin Moser
2. EFFECTIVE INTERNAL MARKETING IN CULTURAL EVENTS; BUILDING FROM THE INSIDE OUT  
Chris Chapleo & Kati Suomi
3. INVESTIGATING THE CORRELATION BETWEEN HAPPINESS, QUALITY OF LIFE, HEALTH AND LIVING CONDITIONS  
Caterina Ladeira, Rui Pinto, Ricardo G. Rodrigues & Pedro Mota-Veiga

**Session No. 8.**

**MARKETING OF CULTURE (ONLINE)  
+ MARKETING OF PUBLIC SERVICES (ONLINE)  
+ PUBLIC, PRIVATE AND SOCIAL COLLABORATIONS (ONLINE)**

**Session chair: Eszter Madarász**

**Room A234**

1. THE DILEMMA BETWEEN OMNI-CULTURAL VERSUS MONO-CULTURAL BRANDING IN MULTICULTURAL ENGLISH TOWNS: IS APPEALING TO ‘ALL’ MORE EFFECTIVE THAN APPEALING TO ‘ONE’?  
Ademola Ajeyomi, Barbara Czarnecka & Karin Moser
2. UNDERSTANDING RESISTANCE TOWARDS SUSTAINABLE VIRTUAL ASSISTANTS  
Carmen Pérez Cabañero, Barbara Caemmerer & Abraham Vizcarra
3. NON-BUSINESS MARKETING AND AUTONOMIES IN SUSTAINABLE COMPETITIVENESS  
László Dinya & Anikó Klausman-Dinya

**Session No. 9.**

**SPANISH & PORTUGUESE (ONLINE)**

**Session chairs: Ana Lanero-Carrizo – Ana Maria Soares**

**Room A204**

1. EVALUACIÓN DEL IMPACTO DEL ECOETIQUETADO EN LA RESPUESTA DE LOS CONSUMIDORES JÓVENES. ANÁLISIS DIFERENCIAL DE LOS ESTUDIANTES DEL GRADO EN CIENCIAS AMBIENTALES.  
Angels Gandia, Maria-Teresa Sebastiá-Frasquet
2. MARKETING COM CAUSA: ENTENDENDO A EVOLUÇÃO E APLICAÇÃO DO CONCEITO. UMA REVISÃO SISTEMÁTICA DA LITERATURA  
Raimundo Pericles Matos Barros and Maria Mercedes Galan-Ladero

3. IDIOSINCRASIAS DO VOLUNTARIADO INTERNACIONAL –  
PERSPETIVA INDIVIDUAL  
(IDIOSYNCRASIES OF INTERNATIONAL VOLUNTEERING –  
INDIVIDUAL PERSPECTIVE)  
Ana Teixeira & Marisa R. Ferreira

16.00 - 17.30	Parallel Sessions	Rooms A104, A114, A122, A204, A234
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**Session No. 10.**  
**RESPONSIBLE CONSUMPTION**

**Session chair: Erzsébet Hetesi**  
**Room A104**

1. UNDERSTANDING CONSUMERS' GREEN CONSUMPTION BEHAVIOR THROUGH BUYING LOCAL  
Ana Maria Soares & Aline Carvalho
2. SUSTAINABILITY IN FASHION INDUSTRY (?)  
Noémi Vizi & Erzsébet Hetesi
3. EXPLORING ASPECTS TO USE AND NON-USE OF M-HEALTH APPS BASED ON FOCUS GROUPS  
Veronika Keller, Ida Ercsey & Ágnes Kovácsné Tóth
4. ENHANCING SUSTAINABLE FESTIVALS: THE ROLE OF UNIVERSITY EDUCATION IN PREPARING FUTURE EVENT ORGANIZERS  
Katalin Formadi & Katalin Lorincz



**Session No. 11.**

**SPANISH & PORTUGUESE**

**Session chair: José Luis Vázquez-Burguete**

**Co-chair: Júlia Tobak**

**Room A114**

1. FOMENTANDO O SUCESSO DE EMPRESAS FAMILIARES: O PAPEL DAS ORGANIZAÇÕES SEM FINS LUCRATIVOS  
(FOSTERING THE SUCCESS OF FAMILY BUSINESSES: THE ROLE OF NONPROFIT ORGANIZATIONS)  
Júlia Tobak
2. DESARROLLO SOSTENIBLE: DE SUS ANTECEDENTES A LOS ODMs, ODSs Y OBVs  
(SUSTAINABLE DEVELOPMENT: FROM ITS ANTECEDENTS TO THE MDGS, SDGS AND GLGS)  
José Luis Vázquez-Burguete, Ana Lanero-Carrizo, César Sahelices-Pinto, José Luis Vázquez-García, José María Vázquez-García & María Purificación García-Miguélez
3. LA PRODUCCIÓN Y EL CONSUMO RESPONSABLES COMO OBJETIVO Y REQUISITO DEL DESARROLLO SOSTENIBLE  
(RESPONSIBLE PRODUCTION AND CONSUMPTION AS AN OBJECTIVE AND REQUIREMENT OF SUSTAINABLE DEVELOPMENT)  
José Luis Vázquez-Burguete, Ana Lanero-Carrizo, César Sahelices-Pinto, José Luis Vázquez-García & José María Vázquez-García
4. LA INFLUENCIA DE LA FORMACIÓN E INFORMACIÓN EN EL CONSUMO SOSTENIBLE: UN ESTUDIO EXPERIMENTAL Y PROSPECTIVO DE NEUROMARKETING  
(THE INFLUENCE OF TRAINING AND INFORMATION ON SUSTAINABLE CONSUMPTION: AN EXPERIMENTAL AND PROSPECTIVE NEUROMARKETING STUDY)  
José Luis Vázquez-Burguete, Ana Lanero-Carrizo, César Sahelices-Pinto, José Luis Vázquez-García & José María Vázquez-García

5. INTRAEMPREENDEDORISMO E RESPONSABILIDADE SOCIAL CORPORATIVA – PERSPETIVAS FUTURAS E DESAFIOS (INTRAPRENEURSHIP AND CORPORATE SOCIAL RESPONSIBILITY - FUTURE PERSPECTIVES AND CHALLENGES  
Rozélia Laurett, Silveli Cristo-Andrade, Davi Maciel Mantovaneli, Ana Nave & Arminda do Paço

**Session No. 12.**

**DONATION + VOLUNTEERING (ONLINE)**

**Session chair: Dávid Máté Hargitai**

**Room A204**

1. FIT IS IMPORTANT, BUT FOR WHICH SIDE? THE MEDIATING ROLE OF THE PERCEIVED FIT BETWEEN CUSTOMERS' ATTITUDES TOWARDS FIRM/NON-PROFIT AND PURCHASE/DONATION INTENT  
Muhammet Ali Tiltay, Mahmut Sami İşlek, Ayhan Akpınar, Tayfun Şaan & Mustafa Enes Tepe
2. EXPLORING THE BENEFITS OF VOLUNTEER ENGAGEMENT IN NONPROFITS: A VALUE CO-CREATION PERSPECTIVE  
Ridvan Kocaman
3. THE EFFECT OF EMPLOYEE ATTITUDES ON SATISFACTION AND LOYALTY: THE MEDIATING ROLE OF EMPLOYEE VOLUNTEERING  
Muhammet Ali Tiltay, Mahmut Sami İşlek, Ayhan Akpınar, Tayfun Şaan & Mustafa Enes Tepe

07.07.2023 Friday		
10.00 - 11.30	Parallel Sessions	Rooms A104, A114, A122, A204, A234

**Session No. 13.**  
**MARKETING OF PUBLIC SERVICES I.**

**Session chair: Ida Ercsey**  
**Room A114**

1. BRIDGING CULTURES THROUGH HIGHER EDUCATION – A MULTINATIONAL EXPERIENCE  
Dávid Máté Hargitai & Annamária Sasné Grósz
2. CONSUMER ACCEPTANCE OF PUBLIC AND PRIVATE HEALTH CARE SYSTEMS AND FACTORS IN THE CHOICE OF HEALTH CARE PROVIDER AMONG ADULT RESIDENTS OF NEIGHBOURING REGIONS OF HUNGARY AND SLOVAKIA  
Szilárd Szigeti & László Józsa
3. CO-CREATION BEHAVIOUR IN TRANSFORMATIVE SERVICES  
Ida Ercsey
4. HOW HAVE UNDERGRADUATE STUDENTS' LEARNING BEHAVIOUR, ATTITUDES AND WELLBEING CHANGED DUE TO THE COVID-19 PANDEMIC? A CROSS-NATIONAL EUROPEAN ANALYSIS  
Helen O'Sullivan & Purificación Alcaide-Pulido

**Session No. 14.**  
**MARKETING OF PUBLIC SERVICES II.**

**Session chair: Beáta Fehérvölgyi**  
**Room A104**

1. THIRD MISSION OF UNIVERSITIES: RESPONSE TO THE GLOBAL CHALLENGES  
Eszter Németh, Júlia Tobak & Beáta Fehérvölgyi

2. AN ETHICAL PERSPECTIVE ON UNIVERSITY MARKETIZATION  
Elena Dinu, Alexandra Zbucea, Florina Pînzaru & Valentin Stoica
3. SURGICAL AVERAGE LENGTH OF STAY, CASE MIX INDEX AND HOSPITAL BED CAPACITY AS PREDICTORS OF SURGICAL ACTIVITY IN A HOSPITAL UNIT  
João Carlos Izidoro Marques, Nuno Ezequiel Mendes Pais, Pedro Mota Veiga & Ricardo Gouveia Rodrigues
4. NONCOMMUNICABLE DISEASES: A COSTLY THREAT TO GLOBAL HEALTH SUSTAINABILITY  
Júlio Manuel de Sousa Costa, Sara Micaela Moita André, Pedro Mota Veiga & Ricardo Gouveia Rodrigues

## Session No. 15.

### MARKETING OF CULTURE (ONLINE)

Session chair: László Józsa

Room A204

1. BRANDING AND THE POTENTIAL OF BRAND EXTENSIONS FOR CULTURAL VENUES – A QUALITATIVE ANALYSIS OF SELECTED CONCERT HALLS IN GERMANY  
Answin Vilmar
2. THE IMPACT OF AUTHENTICITY ON VISITORS' NOSTALGIA AND BEHAVIOURAL INTENTIONS IN A HERITAGE MUSEUM  
Carmen Pérez Cabañero, Amparo Cervera Taulet & Rocío Rejón Heredia
3. MARKETING OF CULTURE  
Rita Balla & László Józsa
4. STABILITY AND RESTRUCTURING OF VALUES AND NORMS BETWEEN PARENTS AND THEIR UNIVERSITY STUDENT CHILDREN  
László Csorba

12.00 - 13.00

Closing Session

Auditorium A1