



International
Association on
Public and
Nonprofit
Marketing

16th INTERNATIONAL CONGRESS ON PUBLIC AND NONPROFIT MARKETING

4-6 September, 2017

FACULTY OF ECONOMICS AND BUSINESS SCIENCES

UNIVERSITY OF EXTREMADURA

BADAJOS, SPAIN

CALL FOR PAPERS

INTERNATIONAL ASSOCIATION ON PUBLIC AND NONPROFIT MARKETING

(IAPNM)

THEME

“Taking part in the Agenda for Sustainable Development”

Conference Chairs:

Galán-Ladero, M. Mercedes; Sánchez-Hernández, M. Isabel; Valero-Amaro, Víctor

(University of Extremadura, Spain)

The International Association on Public and Nonprofit Marketing (IAPNM / AIMPN), in collaboration with the University of Extremadura, organizes the 16th International Congress on Public and Nonprofit Marketing.

The event aims for joint participation of professors and researchers in a discussion forum revealing concerns regarding those aspects related to the responsible and/or sustainable character of activities carried out by entrepreneurs, businesses, public institutions, and/or nonprofit organizations, considered from a marketing view. Studies, analyses or views from closely related disciplines will also be welcome.

We encourage researchers to submit their papers in English^(*) for the event, bringing their valuable contributions to the field of Public, Social, and Nonprofit Marketing, and according to the format in the template that will be provided in the website.

^(*) English is the official language in the Congress, although a special session in Spanish and Portuguese languages will be also offered. Thus, some papers in these languages will be admitted.

Topics to be discussed during the event include:

- Nonprofit Marketing.
- Public Marketing.
- Social Marketing.

- Business Ethics.
- Cause-Related Marketing.
- Corporate Social Responsibility.
- Development Cooperation.
- Entrepreneurship, Social Issues, and Innovation.
- Green Economy.
- Green Marketing.
- Innovation and teaching experiences in Public and Nonprofit Marketing.
- Marketing & Society.
- Nonprofit Management.
- Profit and Nonprofit alliances.
- Public and Private collaborations.
- Responsible Consumer Behavior.
- Responsible Ecosystems.
- Sustainability.
- Sustainable Development.
- Sustainable Tourism.
- University Social Responsibility.
- Volunteer Management.
- Other related topics.

We invite all researchers and PhD students interested in the subject to submit their articles **until 1st June, 2017**, as well as actively participate^(*) in the event, which takes place from September 4th to 6th, 2017, in the Faculty of Economics and Business Sciences – University of Extremadura, Badajoz (Spain).

(*) On-line participation will be possible for those researchers who cannot physically attend the working sessions of the Congress.

For any queries or suggestions, kindly send an e-mail to aimpn.iapnm@gmail.com

Conference publication

Conference papers will be published as conference proceedings in electronic format, with ISBN and supported by an International Scientific Committee.

It is important to highlight that editors of international journals will be attending the event in order to invite the best articles for submission:

- International Review on Public and Nonprofit Marketing (IRPNM).
- Responsibility and Sustainability (special edition from IAPNM 2017).
- Ekonomski vjesnik/Econviews.

Important Dates:

- Conference Paper Submission deadline: 1st June, 2017.
- Authors Notification deadline: 15th June, 2017.
- Early registration deadline: 1st July, 2017.
- International Congress: 4th – 6th September, 2017.

Conference website: www.iapnmcongress.com
email: aimpn.iapnm@gmail.com

We are looking forward to meeting you in Badajoz!

Organized by:



International
Association on
Public and
Nonprofit
Marketing

Collaboration:

