



Asociación
Internacional de
Marketing
Público y
No Lucrativo



UNIVERSIDADE DA CORUÑA

IX INTERNATIONAL CONGRESS ON TEACHING CASES RELATED TO PUBLIC AND NONPROFIT MARKETING

School of Economics and Business, University of A Coruña (UDC), November 17, 2017

www.aimpn2017.com

The International Association on Public and Nonprofit Marketing (AIMPN / IAPNM), in collaboration with the University of A Coruña (UDC) Marketing Area, organizes the IX International Congress on Teaching Cases related to Public and Nonprofit Marketing under the motto:

“Utopian Marketing”

Marketing, understood as “the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large” (AMA), can make an enormous contribution to the wellbeing of citizens. First, people expect brands to improve their lives through providing meaningful experiences that enhance their personal quality of life. Second, people want to make a difference in their communities and expect organizations (firms, nonprofits, public entities) to become also transformational agents whom they can establish meaningful relations with.

Consumers demand affordable, enjoyable and environmentally friendly products that help them make meaningful connections with other people and the planet. This congress will explore the antecedents, development and consequences of real marketing strategies oriented towards building a different world –thus transforming utopia into reality-. What are the enablers and barriers of utopian marketing strategies? How are they deployed? What do their potential and limitations consist of? Cases to be researched will pay particular attention to the following issues:

- CSR and sustainability
- Green marketing
- Social marketing
- Social entrepreneurship & social innovation
- Transformative services
- Transformative consumer research
- Public & political marketing
- Nonprofit marketing

CALL FOR PAPERS

Dear IAPNM community members:

The International Association on Public and Nonprofit Marketing (AIMPN / IAPNM), in collaboration with the Marketing area of the School of Economics and Business of the University of A Coruña (UDC), organizes the **IX International Congress on Teaching Cases related to Public and Nonprofit Marketing** under the motto *“Utopian Marketing”*. This Congress will be held next November 17, 2017 at the Elviña Campus of the UDC in A Coruña (Spain).

The event aims joint participation of professors and students (face-to-face or virtual, as appropriate) in a discussion forum revealing concerns of both groups regarding the public, business and nonprofit landscape. This year is dedicated to Utopian Marketing and all marketing strategies aimed at building a different society.

For the presentation of teaching cases, we encourage you to form **working teams** consisting of a **professor-tutor** and **up to 5 students** who will develop and, where appropriate, will present case studies whose extension will be **between 5 and 10 pages**, in English, Spanish or Portuguese languages, and according to the format in the templates that you can find through the Congress website. Such teaching cases must be referred to **any actual activities by companies, public institutions or nonprofits that are particularly noteworthy because of the use of utopian marketing tools, either digital or off-line. Analysis or views from other closely related disciplines will also be welcome.**

The Scientific Committee will select the best teaching cases based on their scientific quality, for its presentation during the Congress and eventual publication afterwards. The development of presentations, face-to-face or virtual, will be accredited through the delivery of the corresponding diploma. In all cases the certificate of participation will be delivered to registered assistants (and, where appropriate, the certificate of presentation of the corresponding work as well).

Additionally, the authors selected to present a paper about their case study could be invited to publish versions of their work in some of the specialized magazines published by the IAPNM, including **Cases of Public and Non-Profit Marketing (Casos de Marketing Público y No Lucrativo / Casos de Marketing Público e Não Lucrativo)**, publication in electronic format endorsed by an **International Scientific Committee**, where each one of the selected cases will be presented as a chapter. Examples of previously published cases (Volumes 1 and 2 of the magazine *Casos de Marketing Público y No Lucrativo/ de Marketing Público e Não Lucrativo*) can be found in the following link: <http://www.grupomio.org/publicaciones/>

DATES TO REMEMBER

- **Registration of teams** of professors and students wishing submission of one or more cases for consideration (without limitation in number): until **October 6, 2017**. **Professors** who have registered before this deadline and participate in the revision and selection of the best cases will become members of the **Scientific Committee**.
- **Case/s submission**: until **October 27, 2017**.
- **Notification of acceptance/rejection** of submitted contributions: **November 3, 2017**.

- **Congress holding: November 17, 2017.** Registration of participants not submitting cases for consideration: to the holding date.

CONDITIONS FOR PARTICIPATION AND REGISTRATION FEES

a) **Face attendance** (*), for those professors and students who wish to physically attend the working sessions of the Congress and, where appropriate, want to submit one or more cases for consideration:

1. With the presentation of one or more cases:

Professor fee:	Free
Student fee:	10€

2. Without the presentation of cases:

Professor fee:	30€
Student fee:	30€

(*) Teachers and students from the hosting institution (University of A Coruña) should register under this modality.

b) **On-line attendance**, for those professors and students who cannot physically attend the working sessions of the Congress due to distance, travel costs, etc. and, where appropriate, want to submit one or more cases for consideration:

1. With the presentation of one or more cases:

Professor fee:	Free
Student fee:	5€

STEPS FOR REGISTRATION OF PARTICIPATING TEAMS

1. Each professor interested in participating in the Congress will fill out the registration form through the following link, indicating his/her name and the name of the students who are members of the team, the email address and modality of participation of all of them (face-to-face or virtual registration), institute or center of origin, country, as well as the thematic area (within the deadline of November 6).

<https://goo.gl/forms/XIycgyBJ7Mqskovz2>

2. The Organizing Committee of the Congress will provide to the registered professors and students with the necessary bank details to make the payment of the participation fee (when fees are not free). The templates for case submission are available for download (in english, spanish or portuguese version) in the Congress web page (www.aimpn2017.com) in order to send the work until the deadline of October 27.
3. Once the payment is made, please send a copy of transfer receipt to: congreso.aimpn2017@udc.es In case of need invoice, please you should provide in the same email the name, NIF and address.

For any queries or suggestions, kindly send an e-mail to congreso.aimpn2017@udc.es