



19th International Congress on Public and Nonprofit Marketing
**“SUSTAINABILITY: NEW CHALLENGES FOR MARKETING AND
SOCIOECONOMIC DEVELOPMENT”**

Online/Virtual Presentation, 2-4 July 2020

Dear Colleagues,

On behalf of the International Association on Public and Nonprofit Marketing (IAPNM), we are pleased to announce that the University of León and the Spanish National University of Distance Education (UNED) will be hosting the 19th IAPNM Congress in July 2020. This is usually an annual in-person event organised by major universities aiming a friendly atmosphere and working environment for the presentation and discussion of the latest scientific and practical advances in the fields of public and nonprofit marketing, as well as more general issues as CSR, sustainability or responsible socioeconomic development (contributions not only from marketing and management, but also from other related disciplines in these knowledge fields are welcome). It also provides a chance for productive meeting, encouragement of collaborative projects and nurturing of international cooperation networking.

However, as the exceptional circumstances of the coronavirus outbreak prevents from all in-person relation, the **2020 edition** of the congress has turned **online/virtual**. Participants will have the option of online live presentation (streaming) via the UNED platform and, this way, possibilities for interaction will remain. In case travelling would be possible at the expected date, in-person activities and an optional social programme in León-Ponferrada (Spain) will be added to the agenda.

Topics to be discussed during the event include, but are not restricted to:

- Sustainability and responsibility issues in public, nonprofit and social marketing
- Responsible consumption and production
- Marketing and the UN Sustainable Development Goals
- Issues dealing with and potential contributions/solutions from public, nonprofit and social areas to health and socioeconomic Covid-19 crisis
- Green marketing
- Cause-Related Marketing (CRM)
- Marketing in transformative services (health, education, public transport...)
- Sustainable tourism approaches to destination and city marketing
- Digital tools in public, nonprofit and social marketing
- Branding in public, nonprofit and social organizations
- Corporate Social Responsibility (CSR)
- Sustainable socioeconomic development
- Value co-creation in public, nonprofit and social fields
- Public and private collaborations, Fourth Sector approaches
- Donation behaviour and management
- Volunteer recruitment and management
- Innovation and teaching experiences in the above fields
- Other related issues

Important dates:

Submission of **abstracts** (title, author/s and up to 200 words) **until April 30, 2020** by sending an email message to aimpn.iapnm@gmail.com

Deadline for submitting **full papers**: **June 1, 2020**.

Notification of **acceptance/rejection** by: **June 14, 2020**.

Registration period: **June 15 – June 30, 2020** (60 EUR).



Working languages:

English is the main official language for the congress and most publishing opportunities in leading journals would be offered in this language. There will be also special sessions for **Spanish/Portuguese** written papers, and publishing opportunities will be offered accordingly. A book of proceedings will be also published.

Organizing Committee:

Chairs

José Luis VÁZQUEZ-BURGUETE (University of León, Spain)

José Luis CALVO-GONZÁLEZ (UNED, Spain)

Ana LANERO-CARRIZO (University of León, Spain)

Secretary

Jorge VEGA-NÚÑEZ (UNED, Spain)

Members

Vanesa ALONSO-SILVÁN (UNED, Spain)

Francisco BALADO-INSUNZA (UNED, Spain)

Silvia CACHERO-MARTÍNEZ (University of Oviedo, Spain)

María P. GARCÍA-MIGUÉLEZ (University of León, Spain)

Sara REAL-CASTELAO (UNED, Spain)

Pablo GUTIÉRREZ-RODRÍGUEZ (University of León, Spain)

César SAHELICES-PINTO (University of León, Spain)

María del Carmen HIDALGO-ALCÁZAR (University of León, Spain)

Scientific Committee

Luis Ignacio ÁLVAREZ-GONZÁLEZ (University of Oviedo, Spain)

Alberto ÁLVAREZ-LÓPEZ (UNED, Spain)

Helena Maria ALVES (University of Beira Interior, Portugal)

Enrique Carlos BIANCHI (Catholic University of Córdoba, Argentina)

Martina BLÁŠKOVÁ (University of Zilina, Slovak Republic)

Edy Lorena BURBANO-VALLEJO (University of San Buenaventura Cali, Colombia)

Silvia CACHERO-MARTÍNEZ (University of Oviedo, Spain)

José Luis CALVO-GONZÁLEZ (UNED, Spain)

Jorge CEA-VALENCIA (Technical University Federico Santa María, Chile)

Miguel CERVANTES-BLANCO (University of León, Spain)

Amparo CERVERA-TAULET (University of Valencia, Spain)

Patricia CORREA-GARCÍA (Catholic University of Uruguay, Uruguay)

Pedro CORTIÑAS-VÁZQUEZ (UNED, Spain)

Marlene DEMETRIOU (University of Nicosia, Cyprus)

Gonzalo DÍAZ-MENESES (University of Las Palmas de Gran Canaria, Spain)

Charles Nwaneri EMEZI (Federal Polytechnic Nekede Owerri, Nigeria)

Marisa FERREIRA (Polytechnic Institute of Porto, Portugal)

Miroslav FORET (Private College of Economic Studies in Znojmo, Czech Republic)

María Mercedes GALÁN-LADERO (University of Extremadura, Spain)

Clementina GALERA-CASQUET (University of Extremadura, Spain)

María P. GARCÍA-MIGUÉLEZ (University of León, Spain)

Ivan GEORGIEV (Trakia University Stara Zagora, Bulgaria)

Ana María GONZÁLEZ-FERNÁNDEZ (University of León, Spain)

Arvydas GUOGIS (Mykolas Romeris University, Lithuania)

Pablo GUTIÉRREZ-RODRÍGUEZ (University of León, Spain)



International
Association
on Public and
Nonprofit
Marketing



Ángel HERRERO-CRESPO (University of Cantabria, Spain)
Erzsébet HETESI (University of Szeged, Hungary)
María del Carmen HIDALGO-ALCÁZAR (University of León, Spain)
María Ángeles INIESTA-BONILLO (University of Almería, Spain)
Desislava IVANOVA (Trakia University Stara Zagora, Bulgaria)
Ana LANERO-CARRIZO (University of León, Spain)
Mirna LEKO-ŠIMIČ (University of Osijek, Croatia)
Óscar Daniel LICANDRO-GOLDARACENA (Catholic University of Uruguay, Uruguay)
Emerson Wagner MAINARDES (FUCAPE Business School, Brazil)
Ani MATEI (National School of Political Science and Public Administration, Romania)
Juan José MIERTERÁN-FRANCO (University of Cádiz, Spain)
José Ángel MIGUEL-DÁVILA (University of León, Spain)
Mario J. MIRANDA (Ramkhamhaeng University Institute of International Studies, Thailand)
Elisa MONNOT (University of Cergy-Pontoise, France)
Norberto MUÑIZ-MARTÍNEZ (University of León, Spain)
Maurice MURPHY (Cork University of Technology, Ireland)
Cristina Elena NICOLESCU (National School of Political Science and Public Administration, Romania)
Irena OGRAJENŠEK (University of Ljubljana, Slovenia)
Arminda Maria DO PAÇO (University of Beira Interior, Portugal)
Alberto PADULA (University of Rome 'Tor Vergata', Italy)
Claude PECHEUX (Catholic University of Louvain, Belgium)
Inês PEREIRA (Higher Institute of Accounting and Administration of Porto, Portugal)
José Luis PLACER-GALÁN (University of León, Spain)
Agota Giedre RAISIENE (Mykolas Romeris University, Lithuania)
Juan Miguel REY-PINO (University of Granada, Spain)
María del Carmen RODRÍGUEZ-SANTOS (University of León, Spain)
César SAHELICES-PINTO (University of León, Spain)
Cristina SÁNCHEZ-FIGUEROA (UNED, Spain)
Isabel SÁNCHEZ-HERNÁNDEZ (University of Extremadura, Spain)
María José SANZO-PÉREZ (University of León, Spain)
Celina SOŁEK-BOROWSKA (Warsaw School of Economics, Poland)
María Aránzazu SULÉ-ALONSO (University of León, Spain)
Marlize TERBLANCHE-SMIT (Stellenbosch University, South Africa)
Rodoula H.TSIOTSOU (University of Macedonia, Greece)
Víctor VALERO-AMARO (University of Extremadura, Spain)
Anna VAŇOVÁ (Matej Bel University, Slovak Republic)
José Luis VÁZQUEZ-BURGUETE (University of León, Spain)
Jorge VEGA-NÚÑEZ (UNED, Spain)
Walter W. WYMER (University of Lethbridge, Canada)

Additional information (templates, agenda, etc.) will be provided at the website:

<http://catedraturismosostenible.es/iapnm/>

Contact email: aimpn.iapnm@gmail.com

We do encourage you to actively participate and we are looking forward to virtually welcome you!!!

José Luis Vázquez-Burguete, José Luis Calvo-González and Ana Lanero-Carrizo

IAPNM 2020 co-chairs