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13TH INTERNATIONAL CONGRESS ON PUBLIC AND NONPROFIT MARKETING

1. Introduction

The International Congress on Public and Nonprofit Marketing is an annual event that gathers academics and practitioners whose area of interest is dealing with responsibility in businesses, administrations and nonprofits. It is specific for this Congress that it is hosted every year in a different city or country.

After last year's Congress on Public, Social and Nonprofit Marketing was held in Las Palmas de Gran Canaria (Spain), the 13th IAPNM Congress was hosted by the Faculty of Economics in Osijek, June 12–14, 2014. This year's theme was *Value creation and quality of life improvement* inspired by the value of social purposes achievements of nonprofit organizations and revenues that come from nonprofit sources.

The Congress was opened with a brief and inspirational speech by the Deputy Major of Osijek Vladimir Ham followed by addresses by enthusiastic and longtime members of IAPNM José Luis Vázquez (President), Mirna Leko Šimić (this year's Chair) and Jasmina Dlačić (CROMAR representative).

The scientific part of the Congress started with presentations from keynote speakers. Gojko Bežovan from the University of Zagreb, Faculty of Law, Croatia presented his paper *The role of civil society in welfare mix development in Croatia* and Rory Rid-

ley-Duff from Sheffield Hallam University, Great Britain presented *The FairShares Model: an ethical approach to social enterprise development*.

2. Conference theme

During two days 48 papers were presented in five parts with two parallel sessions. The authors had 15 minutes to present their papers and after each presentation there was a five-minute discussion about the presented subject and implications for further researches.

Value creation and quality of life improvement as a main theme had nine sub-themes into which the papers were classified.

Marketing and management issues in culture and creative industries was the first sub-theme. In this session six papers were presented concerning creative industries, the film industry, theatre marketing, cultural events, public library management, and the importance of the alphabet in contemporary communication.

Could the environmental gap be related to other human inconsistencies; is the consumer actually willing to pay more for a cause-related marketing (CRM) product and does food branding influence childhood population self concept were some of the issues elaborated in the session **Consumer be-**

haviour related to nonprofit and social issues. Other papers in this session dealt with consumer motivation for charity donations, the role of the retailers in cause-related marketing and the role of subjective norms in forming intention to purchase green food.

An always inspiring theme for academics is **Marketing in education.** The importance of higher and lifelong education was recognized, as well as informational literacy and student evaluations of training and lecture courses.

At the same time, other participants were presenting their papers about **Branding and destination marketing.** Most of the papers were based on practical examples such as branding the city of Šibenik, Kopački rit Nature Park, etc.

The largest number of papers dealt with **Social responsibility.** Considering that social responsibility is a broad concept, papers in these two sessions covered areas of social entrepreneurship, social responsibility of large corporations and financial institutions, energy social responsibility, and university social responsibility.

Marketing in the health sector is always an interesting theme for trying to raise the awareness of health problems and improve quality of life. Papers presented in this session dealt with service quality and customer satisfaction in the health care industry, linking communication aspects of care to patient compliance, influence of music on emotions and perceptions of a healthcare institution's quality, the role of social marketing in skin cancer education and prevention, etc.

The issue of **Internal marketing, communication and effectiveness in the public, social and nonprofit sector** was the main focus of four papers concerning aspects of the availability, location, focus, scope and clarity in nonprofit organizations, strategic planning and organizational effectiveness in social service organizations, internal-market orientation in the public sector and the influence of internal marketing on organizational commitment.

Civic engagement and voluntarism as a desirable behavior model becomes more and more present in societies with different level of development. Papers in this area researched questions of motivation for volunteering of individuals and organizations, the influence of commitment in social marketing, civic engagement profiles and youth membership in associations, and presented some of the examples of positive activation of inhabitants through supported voluntarism.

The scientific part of the Congress ended with **Nonprofit marketing in specific settings.** Collaborations between universities and companies, activities of organizations of national minorities, sustainable marketing politics in protected areas, and religious organizations in a virtual environment were presented from a nonprofit marketing point of view.

The Congress had 28 reviewers from 9 different countries from 3 continents. With the help of their work and effort, the accepted papers represent quality and development in public and nonprofit marketing researches.

The social part of the Congress offered the participants the pleasure of attending the gala evening that was held on the boat restaurant Galija, where they could enjoy the gastronomy and the cultural program. The highlight of the evening was the announcement of the best paper of the Congress. That honor went to Jasmina Iličić and Stacey Baxter for the paper *Celanthropy: Investigating consumer perceptions of celebrity social responsibility on nonprofit organization evaluations.*

Since this was the first time that the Congress was held in Croatia, more precisely in Osijek, the organizers wanted the participants to get to know Croatian history and culture by way of an interesting city tour through the best known parts of Osijek. The Congress ended with an all-day excursion in Baranja where everyone enjoyed the natural beauty and gastronomic diversity.