



# IAPNM 2022

## BOOK OF ABSTRACTS



University of Minho  
School of Economics and Management



International Association  
on Public and Nonprofit  
Marketing (IAPNM)

# **BOOK OF ABSTRACTS**

OF THE

XXI INTERNATIONAL CONGRESS ON  
PUBLIC AND NONPROFIT MARKETING  
IAPNM 2022

Co-Chairs:

Beatriz Casais and Ana Maria Soares

BRAGA  
JULY 2022

# WELCOME MESSAGE

We are delighted to welcome you to IAPNM 2022, at the School of Economics and Management of the University of Minho!

The IAPNM Congress has established itself as a key forum for researchers in public, nonprofit and social marketing. We are extremely happy to return safely to face-to-face events and gather in Braga for the 21<sup>st</sup> occurrence of this congress. We have worked to make IAPNM 2022 a memorable experience for all attending. Braga and the North of Portugal offer a wide range of historic attractions, nature and scenery and delicious gastronomy and we wish that you all have the opportunity to stay around for a few more days and replenish your batteries after a long academic year. Additionally, while we are not formally considering the congress to be a hybrid event, we will have several online sessions, which we hope will be of value to colleagues unable to attend in person.

This year's event has as its main theme challenges and opportunities of the emerging fourth sector: "Uniting Marketing Efforts for the Common Good: a challenge for four sectors". Our call for papers invited submissions addressing the convergence of profit, public, nonprofit and social organizations and the combination of efforts from governmental and non-governmental partners, corporations and civil society at large to tackle social challenges.

We are delighted with the response to our call for papers and the number of original submissions received. These submissions have been blind reviewed by at least two peers and we take this opportunity to thank the Scientific committee who have been invaluable making this possible and providing helpful comments for authors. We are excited to share with you that about 60 papers, from 21 countries, have been accepted and confirmed participation in the congress.

In addition to the a rich programme of sessions, we are happy to announce the participation of two keynote speakers: Carlos Oliveira Santos, Elected Director of the International Social Marketing Association (ISMA) and Carlos Sousa Santos, Resilience Manager of the Human Power Hub. They will kick start our congress with their insightful keynote address and are, undoubtedly, highlights of our program. We are indebted to them for accepting our invitation! On the second day, 8th July, we will have a round

table joining Executive committee of the IAPNM, Amparo Cervera-Taulet, Helena Alves and José Luis Vasquez-Burguete, for a debate about the future of research in the fourth sector, which we hope will inspire all of us to continue researching in this challenging and emerging field.

This book presents the abstracts of papers that are presented at the Congress and we hope this allows you to navigate through the programme and make the best out of your participation. We hope that the rich and constructive discussions in this congress (together with the feedback from the reviewers) help you to further develop the ideas that you present and that you consider submitting it for publication in the outlets associated to the Congress.

Welcome and we wish you a fruitful IAPNM Congress!

The co-chairs,

Beatriz Casais and Ana Maria Soares

# ACKNOWLEDGEMENTS

The School of Economics and Management, the local committee and the International Association on Public and Nonprofit Marketing; wish to thank all those who have contributed to the organization of this congress, in particular:

the scientific committee;

the Keynote speakers, Dr. Carlos Oliveira Santos and Eng. Carlos de Sousa Santos;

the track chairs;

the staff and students supporting the congress;

the Municipality of Braga;

all those who submitted their work to the congress.

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# PROGRAMME

**07.07.2022**

9.00 – 10.00 Registration

10.00 – 10.30 Opening Ceremony (room 3)

Cláudia Simões, Dean of the School of Economics and Management, University of Minho

Helena Alves, International Association on Public and Nonprofit Marketing

Beatriz Casais - Co-Chair of IAPNM 2022

Ana Maria Soares - Co-Chair of IAPNM 2022

10.30 – 11.15 Plenary session

**11.15 – 11.30 - Coffee break**

<b>11.30 – 12.45 Parallel Sessions</b>	Session 1.1	Session 1.2	Session 1.3   Online Session
	Attracting Social Donations	Nonprofit Branding	Pandemic Challenges in Public and Nonprofit Marketing
	Room:1	Room: 2	Room: 3

**13 00 – 14.00 Lunch**

<b>14.15 – 15.30 Parallel Sessions</b>	Session 2.1	Session 2.2	Session 2.3   Online Session
	Sustainable Tourism and Destinations	Health-Related Social Marketing	Management of Nonprofit Organisation (Portuguese / Spanish Presentations)
	Room: 1	Room: 2	Room: 3

**15.30 – 15.45 - Coffee break**

<b>15.45 – 17.00 Parallel Sessions</b>	Session 3.1	Session 3.2	Session 3.3   Online Session
	Nonprofit / Higher Education Marketing	Place Branding	Engagement and Co-Creation among Audiences and Stakeholders
	Room: 1	Room: 2	Room: 3

17.20 – Braga city center walking tour

19h30 – Dinner at Nogueira da Silva Museum

## 08.07.2022

9.30 – 10.00 Registration

<b>10.00 – 11.15 Parallel Sessions</b>	Session 4.1	Session 4.2	Session 4.3   Online Session	Session 4.4
	Gender Issues in Social Marketing  Room: 4	Sustainability / Corporate Social Responsibility  Room: 2	Civic participation in social issue  Room: 3	Social Marketing  Room: 1

Coffee Break – 11.15 – 11.30

<b>11.30 – 12.45 Round Table</b>	Round Table: Opportunities for research in the fourth sector: quo vadis social, public and nonprofit marketing?  Room:1
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13.00 – 14.00 Lunch

<b>14.15 – 15.30 Parallel Sessions</b>	Session 5.1	Session 5.2	Session 5.3
	Sustainable Consumption and Social Entrepreneurship  Room: 1	Social Marketing/ Nonprofit Communication  Room: 2	Circular Economy and Sustainability (Spanish / Portuguese Presentations)  Room: 3

15.30 – 17.00 Closing Session

Room: 3

**Meet the Editors, Moderator: Ana Maria Soares**

**Best Paper Awards**

**IAPNM 2023 Announcement**

**Closing Ceremony: Teresa Ruão, Pro-Rector University of Minho**

19.30 – 23.30 Gala Dinner, Panoramic Restaurant, University of Minho

## KEYNOTE SPEAKERS



CARLOS OLIVEIRA SANTOS

Carlos Oliveira Santos is an elected director of the International Social Marketing Association's Board (2019-2022) and a national European Social Marketing Association's representative. He was a pioneer of social marketing in Portugal, introducing a social marketing class in a graduated course in 1992 and, in 2002, he co-directed the first post-graduation in this field.

He is the creator and editor of the Marketing Social Portugal Website ([www.marketingsocialportugal.net/](http://www.marketingsocialportugal.net/)), and the editor of the book *Improving Life: A Guide to Social Marketing* (*Melhorar a Vida: Um Guia de Marketing Social*, 2004, 2nd edition, 2012), the first social marketing textbook in Portuguese. Since 2019, he published with Professor José Afonso Mazzon (USP, Brazil) the Index of Portuguese Language and Portuguese Speaking Authors Focused on Social Marketing (<http://marketingsocialportugal.net/wp-content/uploads/2021/09/INDEX-MarketingSocial-AutoresLingua-Portuguesa-2021-1.pdf>).

Carlos earned his Doctorate in Public Policy from the NOVA University of Lisbon in Portugal, and now he is retired as professor at University of Lisbon (Portugal). In 2018, he was one of the 40 leading social marketing experts contributors to the *Compilation of Social Marketing Evidence of Effectiveness Key References*, coordinated by Jeff French and Doug Evans for the International Social Marketing Association (ISMA) and its affiliates. His book *Social Marketing in a Country: The British Experience* (2016) was included in this compilation. In 2019, he received the Outstanding Achievement Award, conferred by the European Social Marketing Association, during the World Social Marketing Conference in Edinburgh.



## CARLOS DE SOUSA SANTOS

Carlos de Sousa Santos, developed activity in the City of Braga, at the Bracara Augusta Foundation, an institution where he took over the coordination of the "gnration "Youth Program between 2011 and 2019. Carlos de Sousa Santos was the pedagogical coordinator of Braga 2012 European Youth Capital and after in 2016, project coordinator with the International Youth Organization for Ibero-America, within the scope of the implementation of Braga2016 Ibero-American Youth Capital. Carlos de Sousa Santos is a Social Innovation External Expert at OIJ - International Youth Organization for Ibero-America and cooperates regularly with the "Instituto Universitario de Investigación Ortega e Gasset" in Madrid. Carlos de Sousa Santos, is involved in several European networks, namely the, EUROCITIES, EURODESK, the European Network "Boosting Social Innovation", "URBACT ROOF and Global Goals for Cites of the URBACT EU Program, European Solidarity Network - Strasbourg Club, among others. Carlos de Sousa Santos is a SALTO trainer and Erasmus + Expert and member of the Erasmus + Trainers Pool of the Portuguese National Agency Erasmus + Youth in Action. Carlos de Sousa Santos currently assumes the technical coordination of the "Human Power HUB - Braga Social Innovation Centre, financed by Portugal Social Innovation in the framework of Portugal 2020, between 2019 and 2021.

# TABLE OF CONTENTS

## Session 1.1 – Attracting Social Donations

Nonprofit Marketing Strategies: Increasing Value for American Donors .....	7
<i>Sandra Graça</i>	
Charity Marketing Adaptation To The Growth Of Donation Crowdfunding .....	7
<i>Walter Wymer and Ljiljana Čačija</i>	
Altruism under multiple choices: testing the too-much-choice effect in donations .....	8
<i>António Filipe Rodrigues, Mónica Meireles and Marieta Valente</i>	
Characteristics Of Content Promoting Giving Intention Among Social Media Users .....	8
<i>Ahmed Benhoumane</i>	

## Session 1.2 – Nonprofit Branding

Meaningfulness, Social Impact, And Legitimacy - A Critical Literature Review of Definitions of the Concept “Purpose-Driven Branding” .....	9
<i>Marc Lunkenheimer and Alexander H. Kracklauer</i>	
A complex identity and brand structure: insights from the Swedish public sector .....	9
<i>Ulrika Leijerholt, Christopher Chapleo and Helen O’sullivan</i>	
Nonprofit Brand Orientation And Its Relationship With Antecedents, Consequences, And Barriers In An Emerging Country .....	10
<i>Lara Sepulcri and Emerson Wagner Mainardes</i>	
The effect of Corporate Social Responsibility on Brand Image and Brand Equity and its impact on Consumer Satisfaction .....	10
<i>Joana Araújo and Inês Veiga Pereira</i>	

## Session 1.3 – Pandemic Challenges in Public and Nonprofit Marketing

Consumer perception in the hospitality industry in times of covid-19: evidences from the Colombian Caribbean .....	11
<i>Alex Jimenez-Diaz, Anibal Toscano-Hernandez, Fredy Anaya-Yances and Leonardo Diaz-Pertuz</i>	
Covid-19 & Donation Behavior. The Inditex Case .....	11
<i>M. Mercedes Galan-Ladero and M. Isabel Sanchez-Hernandez</i>	
Crisis Management Planning in Nonprofit Organizations - The Portuguese Case in COVID-19 .....	12
<i>Lara Santos, Luisa Lopes, Salete Esteves and Israel Bulha</i>	

Out-of-home food consumer behavior during COVID-19: analysis of motivational factors and service experiences in the Colombian Caribbean .....	12
<i>Anibal Toscano-Hernandez, Alex Jimenez-Diaz, José Acosta-Lopez and Deivi Fuentes Doria</i>	

## Session 2.2 – Health-Related Social Marketing

The effectiveness of gendered wording in health promotion leaflet - exploratory experiment in four English-speaking countries: the UK, USA, Ireland and Canada .....	13
<i>Barbara Czarnecka, Katherine Baxter, Debra Basil, Francisco Guzman and Claire O'Neill</i>	
Improving consumer's health behaviours in Egypt .....	13
<i>Mona Mohamed Elbadry, Ana Maria Soares and Beatriz Casais</i>	
The Body Dissatisfaction Role in the Adoption of Compulsive Healthy Eating Behaviors .....	14
<i>Maria Inês Sousa, Susana Costa E Silva and Maher Georges Elmashhara</i>	
Influence of socio-cultural pressure on internalisation of the thin body ideal for the effectiveness of fitness advertising using thin/lean versus overweight/realistic endorsers .....	14
<i>António Azevedo and Ângela Azevedo</i>	

## Session 2.3 – Management of Nonprofit Organisations

Las Redes Sociales como vehículo de comunicación de los ODS en empresas de distribución comercial en España .....	15
<i>Pedro Cuesta-Valiño, Azucena Penelas-Leguía and Patricia Durán-Álamo</i>	
¿Son persuasivas las publicidades ambientales ? Análisis de campañas para el cuidado del agua de Iberoamérica .....	15
<i>Carolina Sanchez, Enrique Carlos Bianchi and Carla Rodríguez-Sanchez</i>	
Estratégias de Marketing Social no Combate ao Covid-19: Uma análise das campanhas de saúde desenvolvidas em um município brasileiro .....	16
<i>Laiza Laany Domingos de Souza, Marconi Freitas da Costa, Marianny Silva and Jomilson Queiros de Jesus</i>	

## Session 3.1 – Nonprofit /Higher Education Marketing

Students' satisfaction with education service in public vs. private higher education institutions in transitional economies .....	16
<i>Mirna Leko Šimić, Helena Štimac and Sendi Deželić</i>	
Understanding the Effect of University Social Responsibility in Marketing: The Case of Reviving Egyptian Touristic Spots in Time of Pandemic and Its Effectiveness on The Learners Outcomes .....	17
<i>Cherouk Amr Yassin</i>	

Scientific Contribution in the Field of Nonprofit Governance: a bibliometric analysis ..... 17  
*João Domingues and Amélia O. Carvalho*

An Analysis Of Religious Organizations On The Digital Marketing World ..... 18  
*Iuri Figueiredo, Madalena Eça de Abreu and Márcia R. C. Santos*

### Session 3.2 – Place Branding

Comparison of approaches to branding of selected European and Slovak cities ..... 18  
*Darina Rojíková, Anna Vaňová, Katarína Vitálišová and Kamila Borseková*

Double Visual Identity of Place Brand: Coat of Arms & Logo. The case of Poland ..... 19  
*Anna Adamus-Matuszyńska and Piotr Dzik*

Marketing as a management tool of biosphere reserves to achieve goals of Agenda 2030 ..... 19  
*Katarína Vitálišová, Anna Vaňová and Darina Rojíková*

### Session 3.3 – Engagement and Co-Creation among Audiences and Stakeholders

Value Cocreation Activities in Online Health Communities: A Systematic Literature Review ..... 20  
*Kavian Faghihnasiri, Ana Maria Soares and Helena Alves*

Can the tourist behave as a citizen of the tourist destination and help its environmental sustainability? ..... 20  
*Carla Rodriguez-Sanchez, Franco Sancho-Esper and Eduardo Torres-Moraga*

Student Satisfaction And Co-Creation Behavior In Game-Based Learning In Higher Education ..... 21  
*Negin Zarandi, Ana Maria Soares and Helena Alves*

Sustainable tourism: a territorial marketing alternative. Case study, Cauca-Colombia ..... 21  
*Edy Lorena Burbano Vallejo and William Muñoz Murillo*

### Session 4.1 – Gender Issues in Social Marketing

Are Gender and Regulatory Focus Fit Theory useful in Improving Effectiveness of Public Service Announcements? A Study in the United States of America ..... 22  
*Walter Henley, Sampath Kumar and Aniruddha Pangarkar*

Design of a Social Marketing Intervention to achieve gender equality in dance ..... 22  
*Ana Cristina Silva and Elisabete Sá*



Adolescents' Perceptions of Gender Inequality .....	23
<i>Ana Neto, Marisa Ferreira and Ana Borges</i>	

#### Session 4.2 – Sustainability / Corporate Social Responsibility

Patent Developments In Technology Markets: Business Growth, Competitiveness And Corporate Social Responsibility .....	23
<i>Sadaf Shariat and Shahab Gholizadehdastjerd</i>	
Investigation of relationship between global citizenship and responsible consumption, and na optional narrowed area: fashion industry as an optional research area in the future .....	24
<i>Erzsébet Hetesi and Noémi Vizi</i>	
Content marketing and persona building for sustainable brands: The case of "Mãe Natureza" .....	24
<i>Thais Argolo and Arminda Do Paço</i>	
How Much Does A Reviewer Write In A Review? Analysis Of The Review Length Based On User-Generated Content .....	25
<i>Berta Tubillejas-Andrés, Amparo Cervera-Taulet and Haydee Calderón-García</i>	

#### Session 4.3 – Civic participation in social issues

Is cause-related marketing participation intention driven by personality and subjective happiness? .....	25
<i>Sujo Thomas, Twinkle Trivedi, Ritesh Patel and Viral Bhatt</i>	
Get Woke, Go Broke? A conceptual paper on brand activism .....	26
<i>Ricardo Grilo, Vera Vale and Susana Marques</i>	
Fashion Civic Engagement: Understanding Consumption of Fashion as Self-Expression and Communication Medium .....	26
<i>Farah K. Helmy, Ana Maria Soares and Eiman M Negm</i>	
The Starring Role Of SDG 10: Reduce Inequality Within And Among Countries. A Case Study Of Bisconni Pakistan .....	27
<i>Hina Yaqub Bhatti, Mercedes Galán-Ladero and Clementina Galera-Casquet</i>	

#### Session 4.4 – Civic participation in social issues

An Investigation Of The Harms Associated With Problem Gambling .....	27
<i>Maurice Murphy and Feargal Murphy</i>	
From nudging to greenwashing in FOP food packaging: A Research proposal to measure social marketing effectiveness .....	28
<i>Angela Lima de Sousa and Beatriz Casais</i>	
An historical analysis of celebrity endorsement in social marketing: tackling new research questions for the digital era .....	28
<i>Beatriz Casais and João F. Proença</i>	
The influence of social marketing and social media tools to fight against animal abandonment and stimulate responsible animal adoption from NFPOs .....	29
<i>Marta Videira, Mafalda Nogueira and Sandra Gomes</i>	

#### Session 5.1 – Sustainable Consumption and Social Entrepreneurship

Sustainable consumption and Social Enterprises: main findings from a systematic literature review .....	29
<i>Noelia Salido-Andres, Nuria Garcia-Rodriguez and Silvia Cachero-Martinez</i>	
Public Policy for Anti-consumption: a literature analysis of multi-level implications .....	30
<i>Olavo Pinto and Beatriz Casais</i>	
Institutional dimensions and social entrepreneurship value creation: Exploring differences between types of economy .....	30
<i>Zahra Khamseh, Jose Carlos Pinho and Marjan Jalali</i>	
Managers' intentions towards green microfinance: The case of Microfinance Institutions of the developing country of Cape Verde .....	31
<i>Zenaida Leite and Elisabete Sá</i>	

#### Session 5.2 – Sustainable Consumption and Social Entrepreneurship

A Framework for Communications Encouraging Personal Budgeting .....	31
<i>Magdalena Cismaru and Onur Akdaş</i>	
Communicating with culturally diverse and economically deprived communities to encourage adoption of environmentally friendly behaviours- the effectiveness of local versus global message framing and shocking images .....	32
<i>Barbara Czarnecka and Katherine Baxter</i>	

Consumers' Perceptions and Attitudes Toward Social Media Recommended Advertisements Take a Forward Step .....	32
<i>Cherouk Amr Yassin</i>	
Is Brand Activism Evolved Csr? Implementing A Brand Activism Strategic Framework .....	33
<i>Marlize Terblanche-Smit and Carolin Welser</i>	

### Session 5.3 – Sustainable Consumption and Social Entrepreneurship

Cosmética Sostenible E Imagen De Marca En Redes Sociales: Un Estudio Comparativo Entre Millennials Y Centennials .....	33
<i>César Sahelices-Pinto, Ana Lanero-Carrizo and José Luis Vázquez-Burguete</i>	
Produtos Sustentáveis Em Pregões Eletrônicos De Compras Públicas E Os Fatores Que Interferem Em Seus Preços .....	34
<i>Cleidiane A. J. M. Souza, Arilda Teixeira and Silveli de Andrade</i>	
A Co-Criação De Valor Do Consumidor Enquanto Cidadão Através Do Comportamento Pro-Circular .....	34
<i>Emmanuelle Brederode, Joaquim Silva and Helena Alves</i>	

### **Nonprofit Marketing Strategies: Increasing Value for American Donors**

*Sandra Graça*

**Abstract:** The importance of nonprofit organizations in offering, supporting and promoting solutions to the world's greatest problems cannot be underscored.

However, in order to accomplish its goals and objectives and maintain a sustainable competitive position, charitable organizations must focus on effective segmentation and marketing strategies that create value for donors. This research examines the influence of social norms, attitude towards helping others and attitude towards the charitable organization on increasing value for donors from their involvement with a charitable organization. Based on an overall sample of 320 U.S. donors, all three factors have a significant influence on donor's value. However, there are significant differences found when the sample is compared separately based on age, religiosity and a donor's personal involvement with the organization. Social norms are significantly more important among younger and religious donors and donors with historically family ties with the organization. However, a donor's attitude towards the charitable organizations is found to have a greater effect on perceived value among older donors. Finally, for donors who know someone who benefitted from the charitable organization, their attitude towards helping others is the greater driver of value. The study offers practical insight for nonprofit organizations to create value for donors by suggesting effective marketing communication strategies aimed at different segments of the American donor market.

### **Charity Marketing Adaptation To The Growth Of Donation Crowdfunding**

*Walter Wymer and Ljiljana Čačija*

**Abstract:** The growth of online social network fundraising appeals by non-charities has proliferated on the Internet. This demonstrates the suitability of using social media on social networks as a means of directly appealing to mass audiences

to directly fund causes and projects that evoke audience support and sympathy. Social networking platforms allow for the viral sharing of emotive funding appeals and have the potential of providing online givers with richer donation experiences.

In this paper, we discuss this trend and how charities can adapt to this changing landscape. Changing donor sentiments and the growth of donation crowdfunding do not have to represent an alternative to charity fundraising but may represent an opportunity to adaptable charities. We conclude with suggesting areas for future research.

## **Altruism under multiple choices: testing the too-much-choice effect in donations**

*António Filipe Rodrigues, Mónica Meireles and Marieta Valente*

**Abstract:** The too-much-choice effect has been identified in the literature in the context of consumption decisions, in which individuals find it a harder task to choose from large rather than small assortments, and are thus more likely to regret their choices or not make a choice at all in the former setup. Yet this effect is not universally observed in decision making. The expected effect on donation decisions is unclear. Donating can be a simple decision when people have well-defined preferences, but in other cases it can be complex if, for example, donors do not donate frequently. In order to clarify this question, we designed three distinct scenarios of the classic dictator game with charity recipients: one where the number of donation options is limited to just one charity; another where the number of available charities increases to six; and another one with twenty-four alternatives.

For the scope of this study the too-much-choice effect would translate into lower individual donations or no donations as the number of recipient charities increases. The results show that the too-much-choice effect does not emerge when comparing the three scenarios. Finally, even if participants allocate more resources to charities when more donation options are available, individual charities on average, under those conditions, receive less.

## **Characteristics Of Content Promoting Giving Intention Among Social Media Users**

*Ahmed Benhoumane*

**Abstract:** This study addresses the issue of social media use by NGOs for fundraising. Although, several research studies have shown that social media is an effective tool for the communication of NGOs, the question of which content to design to enhance giving intention among users remains unaddressed and unanswered. Using several persuasion and communication theories and thought a quasi-experimental design on a sample of 720 social media users, we identified effective characteristics of a social media message in promoting giving intention on Facebook and Twitter. These findings are not only useful for NGOs community managers but shed light on the use of the theory of dual processing in explaining charitable action.

### **Meaningfulness, Social Impact, And Legitimacy - A Critical Literature Review of Definitions of the Concept “Purpose-Driven Branding”**

*Marc Lunkenheimer and Alexander H. Kracklauer*

**Abstract:** The term “purpose-driven branding” is on everyone’s lips. Despite its popularity, however, there is a lack of conceptual clarity. So-called “purpose-washing” is only one possible consequence of this, if it is not clear what business research actually means by the term. This study examines current definitions of the term in the context of a critical literature review and analyzes them critically with regard to their conceptual quality. The definitions examined come from 38 works published in English and German over the past seven years. They fall into three types, defining purpose-driven branding in terms of either meaningfulness, social impact, or the legitimacy of entrepreneurial action. However, all three types are deficient in their current form because they are not clearly defined in terms of content or do not meet formal requirements. We therefore suggest that further research should strive to create conceptual clarity so that the term can be profitably operationalized for future business research.

### **A complex identity and brand structure: insights from the Swedish public sector**

*Ulrika Leijerholt, Christopher Chapleo and Helen O’sullivan*

**Abstract:** This paper focuses on the exploration of branding in the public sector with particular attention on the complexity and interrelatedness of brands and identities. The study was based upon qualitative data from 20 interviews and 7 observations with managers and staff of a County Council in Sweden.

Findings showed that brands were often perceived as fragmented and complex, and employees often seem to have a close relationship to their departmental brand.

Some employees also seem to relate to a third brand of the hospital/health care provider where they work. There also seem to be an additional factor coming into play for an emotional employee-brand relationship; the professional identity. This identity plays a key role for some employees.

However, although perceived as complex, these various organisation brands do not seem to compete and have a natural interrelatedness that, if well managed, can be understood and utilized. Overall, this paper argues that to support emotional employee-brand relationships, it may not be sufficient to pursue a centralised, organisational-wide internal brand management. Rather, the various brands need to be integrated and the professional identity of the employees need consideration.

## **Nonprofit Brand Orientation And Its Relationship With Antecedents, Consequences, And Barriers In An Emerging Country**

*Lara Sepulcri and Emerson Wagner Mainardes*

**Abstract:** This paper aims to analyze, in an emerging country, more specifically in Brazil, the relationships between NBO and its antecedents and consequents. Also, aimed to verify the moderator effect of the NBO barriers in these relations.

Therefore, this research is based on two previous studies' results that generate the constructs used here. Thus, as antecedents, we tested four lower-order constructs (organizational factors, market factors, and action). Then the NBO in an emerging country is reflected by the lower-order constructs cause and communication.

Following, the outcomes were represented by the lower-order constructs performance and staff relationship. And finally, barriers to NBO are reflected by communication challenges, commercial aversion, barriers to donation, and economic context. Our results showed that the more developed and competitive is the market in which the organization operates, the more likely the NPO is to adopt NBO. Also, the action of the NPO with the society, showing the social work development, can be also an NBO antecedent. In addition, organization performance and staff relationship were significant positive outcomes of NBO adoption by NPO in an emerging country. However, the barriers to NBO showed a significant moderator effect in the relationship between NBO in an emerging country and performance, reducing the strength of the NBO on performance.

## **The effect of Corporate Social Responsibility on Brand Image and Brand Equity and its impact on Consumer Satisfaction**

*Joana Araújo and Inês Veiga Pereira*

**Abstract:** This paper aims to study the effect of Corporate Social Responsibility (CSR) on Brand Image and Brand Equity and its impact on Consumer Satisfaction. The study follows a quantitative methodology, using the implementation of an online questionnaire, distributed to people who bought, during the pandemic, a product that used a CSR action. Subsequently, data was analyzed through *Smart PLS*, following the Structural Equation Model.

It was possible to conclude that the CSR initiatives CSR positively affect consumer satisfaction through the mediating effect of brand Image and brand Equity. Further, brand image and brand equity improve when companies use CSR initiatives and, despite what previous research has concluded, consumer satisfaction is not affected directly when CSR initiatives are used. This research has also showed that CSR impact on brand image is higher for men and CSR initiatives impact on brand equity is also higher for regular purchase consumers.

### **Consumer perception in the hospitality industry in times of covid-19: evidences from the Colombian Caribbean**

*Alex Jimenez-Diaz, Anibal Toscano-Hernandez, Fredy Anaya-Yances and Leonardo Diaz-Pertuz*

**Abstract:** The rapid spread of sanitary emergency generated by the new coronavirus (Covid-19) led to the imposition of lockdowns, restricting free mobility of people and the normal development of economic activities, especially tourism and hospitality industry, triggering adverse events effects and changes in hotel services. The present research aims at establishing a relationship between service quality, corporate image, and customer loyalty in the Colombian Caribbean hotel sector in times of Covid-19. Based on a quantity approach, using online surveys to hospitality industry guests between ages 18 and 69. Findings revealed that many guests are indifferent to the change in the hotel's corporate identity; however, it evidences a good service quality and a motivation to generate a repetitive acquisition of services provided. Furthermore, this study concludes a narrow relationship between service quality and customer loyalty, verifying that a satisfied guest has a positive intention of behavior with the hotel. On the contrary, there is no significant relationship between service quality and customer loyalty, showing that it does not meet guests' expectations.

### **Covid-19 & Donation Behavior. The Inditex Case**

*M. Mercedes Galan-Ladero and M. Isabel Sanchez-Hernandez*

**Abstract:** The situation created by the COVID-19 pandemic, especially during the lockdown in many countries, has also provoked a wave of solidarity and an unprecedented donation behavior by many companies worldwide.

This paper analyzes the case of Inditex, one of the main fashion multinationals (MNEs). This company has become an example for its reaction speed and has been ranked number 1 among the most significant companies for its CSR during the pandemic (and lockdown in particular).

Given the impossibility of the Spanish Government to obtain personal protective equipment and medical supplies for hospitals and health care centers at the beginning of the pandemic (international markets collapsed due to the over demand created by the pandemic), Inditex offered the Spanish authorities its entire transport and supply logistics system to bring sanitary and protection material to Spain, in addition to reconverting their factories around the world to produce masks and protective gowns for hospitals. Despite the mandatory closure of its stores, due to the state of alarm and the cessation of all non-essential activity during the lockdown, Inditex did not fire its employees or request any employment regulation file. It continued to pay the salaries of its workers and maintain all jobs. Inditex also made additional monetary and in-kind donations for other business markets affected by the pandemic.

In addition to Spain, Inditex has made donations to charities in the USA, Italy, Mexico, and the UK. It has also reformulated its collaboration programs with different NPOs worldwide.



## **Crisis Management Planning in Nonprofit Organizations - The Portuguese Case in COVID-19**

*Lara Santos, Luisa Lopes, Salete Esteves and Israel Bulha*

**Abstract:** Nonprofit Organizations (NPOs) are extremely vulnerable in times of crisis, although the literature suggests that it is not known to what extent these organizations are prepared to deal with crises. The literature on crisis management is abundant, but concerning NPOs, few studies have explored crisis management and planning. Given this literature gap, this article aims to better understand the crisis in Portuguese NPOs, through the following research question: What is the impact of a crisis like COVID-19 on NPOs' perceptions of crisis management and planning? Specifically, it aims to: know the level of crisis preparedness, explore the reasons for the level of planning, investigate which activities and practices can enhance crisis management planning, and communication strategies, in this context. A mixed-method is used, including document analysis, qualitative interviews (Study 1, n= 6), and a quantitative methodology (Study 2, n= 174) through a questionnaire survey (including pre-crisis, crisis, and post-crisis phases). Study 1 provides an explanation suggesting that NPOs were not prepared or had any type of planning to face a pandemic crisis, such as COVID-19. Study 2, in a larger sample, corroborates Study 1, diagnoses and confirms the insufficient level of preparedness, the lack of planning activities, teams, infrastructures, and communication practices. It highlights, as the main justifying reason, the lack of human resources with management training, and denotes that NPOs' dimension and leaders' education influence the perceptions of the crisis level of impact or severity. The findings of each study, implications, and avenues for future research are addressed.

## **Out-of-home food consumer behavior during COVID-19: analysis of motivational factors and service experiences in the Colombian Caribbean**

*Anibal Toscano-Hernandez, Alex Jimenez-Diaz, José Acosta-Lopez and Deivi Fuentes Doria*

**Abstract:** The global coronavirus pandemic (hereafter COVID-19) affected service delivery worldwide, especially with a substantial negative impact on restaurants.

Given the biosecurity restrictions on human mobility, out-of-home dining behavior was altered, and there were significant reductions in revenue for food and restaurant outlets due to customer isolation. Fortunately, the reopening provides an opportunity to survive the economic crisis generated by the pandemic. This paper aims to understand out-of-home dining consumer behavior during the times of COVID-19, given the altered consumer behaviors and preferences during this era. Specifically, it examines consumption motivators and service experiences and their correlation in food outlets and restaurants in the city of Monteria, located in the Caribbean region of northern Colombia, as well as their correlation with each other. This research provides valuable information for public sector leaders and business managers related to the out-of-home food supply to develop public policies and business strategies that will enhance economic reactivation in this sector.

Furthermore, these findings are helpful for the reopening of food establishments and restaurants by facilitating the identification of changes in consumer behavior during the pandemic to enhance the development of strategic marketing strategies and the strengthening of long-term relationships with their customers.

### **The effectiveness of gendered wording in health promotion leaflet - exploratory experiment in four English-speaking countries: the UK, USA, Ireland and Canada**

*Barbara Czarnecka, Katherine Baxter, Debra Basil, Francisco Guzman and Claire O'Neill*

**Abstract:** This article reports results from a cross-national exploratory experiment in which we examined the effectiveness of gendered wording and endorser's gender in a leaflet promoting walking across four English-speaking countries: the UK, USA, Ireland, and Canada. Data were collected from 1072 students via an online questionnaire in the four countries to ensure cross-cultural data equivalence. Results demonstrated that respondents evaluated the leaflets in similar ways regardless of the country with few exceptions, suggesting that gendered content may be an effective creative strategy to use in health promotion across the studied English-speaking countries. Masculine males in the UK were the only group who evaluated communal wording in terms of attitude towards ad and behavioural intention negatively. As a result, the study presents applied suggestions and implications for future message structure within both social and commercial marketing related to gender content in social marketing advertisements.

### **Improving consumer's health behaviours in Egypt**

*Mona Mohamed Elbadry, Ana Maria Soares and Beatriz Casais*

**Abstract:** Governments in developed countries have a growing use of social marketing tools to improve the public health sector. Social marketing tools have had an influential impact in that field over time. This study explores if nudging can replace the traditional marketing instruments in developing countries. So, we evaluated the first phase of one of Egypt's most extensive public health campaigns, which aimed to improve the population's public health. To achieve that, we conducted thirteen interviews with doctors and one with a policymaker in the health ministry in Egypt, which allowed us to understand the social marketing techniques that the Egyptian government used. We found that community leaders played a considerable role to impact people's behaviours with the support of using choice architecture to push the Egyptian citizens to do checkups. Community leaders and choice architecture effectively impacted Egyptian citizens' decision to checkups. We discuss some government interventions regarding the Egyptian citizens' behaviours.

## **The Body Dissatisfaction Role in the Adoption of Compulsive Healthy Eating Behaviors**

*Maria Inês Sousa, Susana Costa E Silva and Maher Georges Elmashhara*

**Abstract:** The purpose of this study is to investigate the effect of Instagram use, fitness and health-related content, internalization, social comparisons, perfectionist, and obsessive-compulsive personality traits on body dissatisfaction and Orthorexia Nervosa. Moreover, the study discusses the differences among Portuguese and Brazilian societies to underline the potential role of cultural dimensions. A survey-based study with a sample of 238 respondents has been developed to test the proposed model, using the structural equation modelling. The data analysis shows that the main factors that influence body dissatisfaction and Orthorexia Nervosa are the internalization of beauty ideals, social comparisons (both upward and downward) and perfectionism. Body dissatisfaction mediates the path from internalization, upward and downward comparisons and perfectionism from one side and Orthorexia Nervosa on the other side. Finally, results from Portuguese and Brazilian samples were similar revealing no significant role of cultural differences. Based on the findings, the study concludes with discussing the theoretical contributions and providing actionable managerial implications.

## **Influence of socio-cultural pressure on internalisation of the thin body ideal for the effectiveness of fitness advertising using thin/lean versus overweight / realistic endorsers**

*António Azevedo and Ângela Azevedo*

**Abstract:** This paper discusses the influence of socio-cultural pressure on internalisation of the thin body ideal and the effect of endorser's appearance (thin versus overweight). The intersection of body image and fitness advertising processing is a gap that remains unexplored by marketing researchers. An online questionnaire framed a within-subjects study design, with two scenarios simulating a fitness print advertisement, which assessed the following constructs: Body Mass Index; Socio-cultural Attitudes Towards Appearance Scale-4 (SATAQ-4), Body Appreciation Scale (BAS-2), perceived efficacy of physical exercise, self-congruency between the respondent and the endorsers, purchase intention and the willingness to pay for a monthly gym membership fee.

A GLM repeated measures analysis and a Structural Equation Model for each scenario supported the hypotheses claiming the influence of BAS-2 and SATAQ-4 upon the outcomes of the advertising processing (perceived efficacy of the physical exercise, purchase intention and willingness to pay for gym classes). The mediating role of consumers' similarity with the endorsers was also confirmed. The paper provides several recommendations for fitness advertisers, stressing the social responsibility role in enhancing positive body appreciation and preventing the stigmatisation bias against obese people.

### Las Redes Sociales como vehículo de comunicación de los ODS en empresas de distribución comercial en España

*Pedro Cuesta-Valiño, Azucena Penelas-Leguía and Patricia Durán-Álamo*

**Abstract:** Corporate Social Responsibility (CSR) has experienced a very important growth within companies. In this context of growth, and after the arrival of the 2030 Agenda and the Sustainable Development Goals (SDGs), there are many companies that are focusing their CSR actions on meeting these goals. This communication approach allows entities to frame their strategies within the 2030 Agenda, giving them a meaning that goes beyond the corporate. In this process of applying the SDGs, the main commercial distribution companies, such as hypermarket and supermarket companies, play an essential role since they influence the production and consumption chain of the vast majority of the population. To understand how companies are using Social Networks, and specifically Instagram, in the process of communicating CSR actions based on the SDGs, this research analyzes how the main commercial distribution companies in Spain are doing it: Mercadona, Carrefour, Lidl and Grupo Día. To do this, a descriptive methodology has been carried out in which the official profiles of the companies featured on Instagram have been analyzed, as well as their websites to understand what actions they are currently developing. The research shows, among the commercial distribution companies analyzed, clear differences regarding the communication of their SDGs through social networks and especially Instagram.

### ¿Son persuasivas las publicidades ambientales? Análisis de campañas para el cuidado del agua de Iberoamérica

*Carolina Sanchez, Enrique Carlos Bianchi and Carla Rodríguez-Sanchez*

**Abstract:** Environmental advertising seeks to promote pro-environmental attitudes and behaviors. Empirical evidence shows that the messages used in environmental advertising are usually based on the knowledge deficit model and lack of persuasive resources that effectively motivate the audience to adopt pro-environmental behaviours. This evidence arises from research carried out in developed countries. So, this research analyzes the strategies that have been used in advertisements that promote household water conservation in Ibero-America. Through a content analysis of advertisements in Spanish, the persuasive and communication strategies used were analyzed. The results indicate that half of the ads are passive, that is, they do not indicate to the audience what specific actions they should take to save water; they are implicit, leaving the audience to draw their own conclusions. Nor do they appeal to social norms, even though social norms are an effective resource to encourage behavior. Considering the Elaboration Likelihood Model of Persuasion (Petty & Cacioppo, 1986), all the advertisements contain elements that aim to target both peripheral and central processing routes. This increases their persuasive ability. In conclusion, most of the environmental advertisements do not use the recommendations of the literature, coming from communication sciences, environmental psychology and behavioral sciences, to effectively persuade an audience.

## **Estratégias de Marketing Social no Combate ao Covid-19: Uma análise das campanhas de saúde desenvolvidas em um município brasileiro**

*Laiza Laany Domingos de Souza, Marconi Freitas da Costa, Marianny Silva and Jomilson Queiros de Jesus*

**Abstract:** O presente artigo visou compreender como o governo de um município brasileiro utilizou a ferramenta de Marketing Social para combate ao Covid-19.

Para isso, a pesquisa acessou a visão governamental, mas também da população-alvo. O estudo adotou uma abordagem qualitativa de caráter exploratório e descritivo, utilizando, como meio de investigação, o estudo de caso. A coleta de dados foi realizada a partir de documentos institucionais e de entrevistas semiestruturadas com gestores e cidadãos da cidade. Os dados coletados foram analisados pela técnica de Análise de Conteúdo. Demonstramos que as principais estratégias de Marketing Social desenvolvidas no município brasileiro pautaram-se no tradicional mix de marketing, voltando-se para o desenvolvimento de um produto social que conscientizasse a população no combate ao Covid-19. Para promover as mudanças voluntárias esperadas, os gestores municipais buscaram destacar em suas estratégias de comunicação, os benefícios individuais e sociais gerados pela adesão da população às campanhas de vacinação, de medidas de

higiene e de isolamento físico, bem como distribuíram de forma massiva e diversificada informações, orientações e produtos tangíveis presentes nos planos de execução de mitigação do contágio e mortes causadas pela doença. A partir dos relatos dos moradores da cidade, pudemos constatar certa eficácia da aplicação do Marketing Social pelo município no período de crise sanitária.

### **Session 3.1 – Nonprofit /Higher Education Marketing**

## **Students' satisfaction with education service in public vs. private higher education institutions in transitional economies**

*Mirna Leko Šimić, Helena Štimac and Sendi Deželić*

**Abstract:** Transitional process to market economy in CEE countries has caused several challenges in higher education sector. Beside traditional public sector higher education institutions (HEIs), the dynamic growth of private ones can be observed in the last two decades, particularly in the area of business education. As the competition increases, the more important it becomes to adopt market-oriented approach, which is built around customer satisfaction. This study aims to contribute to broadening theoretical and managerial knowledge and identify the specific challenges that public and private HEIs are facing in transitional economies as well as to identify key factors for HEIs development strategies and policies to attract and retain students as satisfied customers. The research included a sample of 1980 students from Croatia and Slovenia. Descriptive statistics, Factor analysis, ANOVA and regression analysis were used to identify the important differences in students' satisfaction with education service they receive in public vs private HEIs. Research results indicate significantly higher level of satisfaction of students of private HEIs. It is true for all the aspects of education service, except for students' social life provided by the university.

## Understanding the Effect of University Social Responsibility in Marketing: The Case of Reviving Egyptian Touristic Spots in Time of Pandemic and Its Effectiveness on The Learners Outcomes

*Cherouk Amr Yassin*

**Abstract:** Universities are considered an essential pillar of society because they play a pivotal role in elevating awareness regarding social responsibility among its students and staff members. The purpose of this study was the first effort to understand the effect of university social responsibility toward the tourism industry using students' and professors' efforts in promoting the touristic spots and the effectiveness of this strategy on the learners' outcomes. The tourism industry in Egypt has been seen lately an unexpectedly great increase in presence of Social Media Platforms, a lot of factors have been integrated to achieve this increase one of them was the effective usage of a social media marketing campaign by undergraduate students under the supervision of Marketing academics. Social networks are gradually taking up a larger share of consumer time spent online which reflect the consumer decision making on choosing their next destination.

Therefore, a huge effort was done to promote Egyptian touristic spots. Fourteen spots have been chosen and promoted through social media campaigns done through student graduation projects from the beginning of the pandemic in 2020 till the end of 2021. Theoretical and practical implications are discussed. It addresses the concept of social responsibility and its various aspects; the role of universities in strengthening this relationship. In the end, the paper provides several recommendations that guarantee the enhancement of the role of universities in social responsibility.

## Scientific Contribution in the Field of Nonprofit Governance: a bibliometric analysis

*João Domingues and Amélia O. Carvalho*

**Abstract:** Purpose – The aim of this research is to present a systematic literature review using bibliometric analysis on Nonprofit Governance, which is an emerging topic of interest and research within the Third Sector.

Methodology – Through the research topic “nonprofit governance” a sample of 71 articles was collected between 1996 and 2021 from the Web of Science database. The respective bibliometric analysis was carried out using the VOSviewer software, which allowed us to understand the research trends related to this theme.

Findings – The conclusions show that Nonprofit Governance is strongly related to performance, boards, and governance. Publication trends are relevant to understand the trends and development of the actual research domains in this field. Thus, this study allowed the mapping of the most productive countries, journals, and authors; as well as the main avenues of research.

Research limitations – This research has some limitations, namely the use of a single database, despite being one of the most recognized databases within the academic community. Another limitation pointed out is the fact that we only selected articles over other types of publications.

Originality – The majority of bibliometric analyses in the field of governance are more focused on the corporate dimension than on the nonprofit field. From this perspective, this research seeks to systematize the literature on the subject of nonprofit governance and to contribute to the understanding of the state of art. This will allow the construction of the theoretical map of the conceptual framework of Nonprofit Governance.

## **An Analysis Of Religious Organizations On The Digital Marketing World**

*Iuri Figueiredo, Madalena Eça de Abreu and Márcia R. C. Santos*

**Abstract:** The religious organizations are using more and more digital marketing as a mean of pursue their objectives. Religious organizations, part of social economy, are also using marketing digital strategies and tools as a means of pursuing their social goals. Academics have been contributing along the years with inputs and raising discussion on how communication strategies through digital can support those organizations, namely in attracting volunteers and raising funds.

There has been an increase in the use of systematic review as a research methodology to compile and analyze large datasets of existing studies. This study applies systematic literature review for that purpose focused on the use of digital marketing by religious organizations. Main conclusions provide insights on the main trends in literature, as well as gaps to be filled in future research.

### **Session 3.2 – Place Branding**

#### **Comparison of approaches to branding of selected European and Slovak cities**

*Darina Rojíková, Anna Vaňová, Katarína Vitálišová and Kamila Borseková*

**Abstract:** The aim of the paper is to assess and compare the differences in the approach of European and Slovak cities to city branding. Based on a theoretical overview, the paper defines approaches to city branding. Firstly, it was published in Hunt's work, which influenced its perception and use in urban settings. Since 1975, the concept has undergone several intertwined stages of development. In this paper, empirical research verifies the current approaches to urban branding in 13 European and, at the same time, 8 Slovak cities are defined. In Slovakia, this is the first empirical research with this aim so it compares 13 European cities (London, Paris, Rome, Amsterdam, Vienna, Berlin, Barcelona, Copenhagen, Munich, Madrid, Stockholm, Dublin, Prague) and the 8 largest Slovak cities (Bratislava, Nitra, Trnava, Trenčín, Žilina, Banská Bystrica, Prešov, and Košice), which are also the capitals and administrative and cultural centres of the regions and have the best potential for applying the concept of city branding in the Slovak context. Using a questionnaire survey method we have verified in depth the defined approaches to city branding in 8 Slovak cities. In the conclusion, the paper defines the measures that should be taken to implement city branding as a comprehensive, systematic and targeted process aimed at shaping the positive image of the city in order to promote the city on the market and to ensure comprehensive city development.

## **Double Visual Identity of Place Brand: Coat of Arms & Logo. The case of Poland**

*Anna Adamus-Matuszyńska and Piotr Dzik*

**Abstract:** Brand identity is an essential theoretical and practical subject in place branding. It is a complex phenomenon that includes visual identity systems and design programs. A key element of it is the logo. Places, in contrast to corporations, often have a double visual identification of the brand: a coat of arms and a logo.

In this matter, the authors consider the case of Poland, because after the political changes started in 1989, more than 2400 territorial coats of arms have been adopted. At the same time, almost 1000 logos of Local Government Units (LGU) have been developed and implemented. Although the problem of the relationship between coats of arms and territorial logos has been discussed in the Polish literature, the positions expressed tend to be postulating rather than based on empirical research. Therefore, the purpose of the article is to provide empirical data and describe the relationships between coat-of-arms and logos.

The starting point of the research presented is the theory of place marketing, of which the key element is the concept of place branding. The authors used content analysis as a research method to analyze the content of the logos.

In the literature, it is postulated that the functions of the coat of arms and the logo are separate. In practice, the relationships between the coat of arms and the logo are much more complex. Place brand identity models should consider the coexistence of the territorial logo and the coat of arms and their parallel use.

## **Marketing as a management tool of biosphere reserves to achieve goals of Agenda 2030**

*Katarína Vitálišová, Anna Vaňová and Darina Rojíková*

**Abstract:** The aim of the paper is to identify the role of marketing places in their sustainable development based on the theoretical definition of the biosphere reserves functions and demonstrate it on the examples of Slovak biosphere reserves. The main source of data is the international and national documents related to biosphere reserves, as well as interviews with managers of four biosphere reserves in the Slovak Republic - Slovak Karst, Poľana, Eastern Carpathians, and Tatras and the chairwoman of the Slo-vak Committee for the biosphere to identify the main problems and their potential solutions. The paper proposes possible measures how to develop marketing activities with the aim to eliminate the weaknesses of the biosphere reserves management and thus raise the awareness of biosphere reserves.



### **Value Cocreation Activities in Online Health Communities: A Systematic Literature Review**

*Kavian Faghihnasiri, Ana Maria Soares and Helena Alves*

**Abstract:** Healthcare service delivery has been changing rapidly over the last decades. The paradigm of passive patients and active healthcare professionals is increasingly being replaced by the active engagement of patients as the primary beneficiary of healthcare services. With the emergence of online patient forums, patients share experiences, seek emotional support, and engage with their peers. To our best knowledge, there is no systematic literature review specifically focusing on online value co-creation activities of patients that allows us to understand the antecedents, barriers, and heterogeneity of Online Healthcare Communities (OHC). To achieve our research objectives, a PRISMA protocol was followed for research, and 38 articles were identified. The thematic analysis revealed: benefits, drawbacks, antecedents, barriers, typologies, and main theoretical backgrounds.

Two main concepts were extracted: Social support and Transformative Service Research. Finally, limitations and research agenda for future studies are presented.

### **Can the tourist behave as a citizen of the tourist destination and help its environmental sustainability?**

*Carla Rodriguez-Sanchez, Franco Sancho-Esper and Eduardo Torres-Moraga*

**Abstract:** In recent years, the analysis of tourist citizenship behaviour (TCB) has become relevant in academic tourism research. This study extends this knowledge by exploring the role that the TCB can have in the sustainability of a tourist destination and what factors influence it. Thus, we propose a theoretical model where we analyze the influence of the perceived sustainability of the destination on the TCB behaviours, as well as the relationship between this citizen behaviour of the tourist and the environmentally responsible behaviour of that tourist in the destination. With a sample of 629 tourists, this study uses a structural equation model (CB-SEM) to test the hypotheses. The results show that the sustainability perceived by the destination tourist is positively related to TCB. Likewise, it is observed that this TCB is an antecedent that promotes environmentally responsible behaviour, so that TCB could encourage tourists to take measures to care for the environment beyond what would correspond to them as tourists. We conclude with managerial implications for the management of tourist destinations from the point of view of sustainability.

## **Student Satisfaction And Co-Creation Behavior In Game-Based Learning In Higher Education**

*Negin Zarandi, Ana Maria Soares and Helena Alves*

**Abstract:** Drawing on a growing body of student satisfaction research, this study focuses on student perception of value of Game-Based Learning (GBL) and studentco-creation behavior in Higher Education (HE). In order to understand how studentco-creation behavior may contribute to creating mutual value for students and how students' perception of the value may contribute to student satisfaction, a survey- based study was conducted with a sample size of 320 students. Structural Equation Modeling (SEM) was performed to test the proposed model.

The empirical assessment reveals several significant relationships between studentco-creation behavior, perception of value, and student satisfaction. Moreover, we found that the main co-creation behaviors that students are most willing to act during GBL are Information seeking, information sharing, and advocacy.

Additionally, we identified the main values of GBL that positively impact studentsatisfaction with GBL in HE mainly, Epistemic, Functional and social elements. Finally, based on the findings, several managerial implications are suggested for HEIs, mainly educators and educational developers.

## **Sustainable tourism: a territorial marketing alternative. Case study, Cauca-Colombia**

*Edy Lorena Burbano Vallejo and William Muñoz Murillo*

**Abstract:** Territorial marketing has become a tool for the positioning and promotion of regions based on the knowledge and recognition of their comparative and competitive advantages, which allows the region to attract investment by increasing visits through tourism, thus generating economic development and increasing the attractiveness of the region.

In this work, the department of Cauca (Colombia) is the region under study, where territorial marketing focuses on the development of sustainable tourism, which can be a strategy for transformation in this area, which has been affected by violence related to the armed conflict, to the point of generating a stigma, as it is called a red zone<sup>1</sup>. In this case, the descriptive-exploratory method was applied, aligned with the postulates of the United Nations Organization (United Nations Organization [UN], 2015<sup>2</sup>), who recognized the role of healthy ecosystems and sustainably managed resources in reducing the risk of armed conflict. This in order for tourism to be recognized as an alternative to territorial marketing and, in turn, as a factor transforming territories of violence into territories of peace.

### **Are Gender and Regulatory Focus Fit Theory useful in Improving Effectiveness of Public Service Announcements? A Study in the United States of America**

*Walter Henley, Sampath Kumar and Aniruddha Pangarkar*

**Abstract:** Public Service Announcements are an important communication mechanism leveraged by governmental agencies and nonprofit organizations in collaboration with private advertising and mass media companies. This paper studies two very important research questions that contribute to the literature and help in closing the research gap. First, the paper addresses whether the theory of Regulatory Focus Fit serves as an overarching theory to help PSAs change social and public policy behavior and second, it investigates whether gender can act as a moderator in impacting attitudes and behavioral intentions regarding the advertisement. Leveraging a MANOVA analysis, the hypotheses were tested. The results indicate that segmenting respondents on the basis of regulatory focus fit is very useful for improving ad effectiveness. The study provides important implications for managers and practitioners on how to design actionable Public Service Announcement strategies, along with providing future research directions to academicians and scholars.

### **Design of a Social Marketing Intervention to achieve gender equality in dance**

*Ana Cristina Silva and Elisabete Sá*

**Abstract:** The planning of a Social Marketing Intervention (SMI) is considered key to its success. Although there are several benchmarks that can support such a task, literature focusing on how they are implemented is scarce. The limited descriptions of the step-by-step planning and implementation of SMIs precludes the interventions' standardization process that would allow future replications to validate results. Drawing on the Social Marketing benchmarks proposed by the literature and on behavior change theory, this paper presents the process of designing an intervention aiming at reducing the prejudice towards boys who dance, to contribute to achieve gender equality in this physical activity. As the Social Marketing (SM) framework has been mainly used in the health context, this study also contributes to expand it to other less often addressed social problems.

The feedback of the target of the intervention, 229 boys and 207 girls, was collected to assess perceptions regarding the materials and events designed for the aforementioned purpose, allowing to conclude that they were understood and may be used to provoke attitude and behavior change.

## Adolescents' Perceptions of Gender Inequality

*Ana Neto, Marisa Ferreira and Ana Borges*

**Abstract:** Despite the changes in the political, social and economic context, gender asymmetries are still a reality in our society. Young citizens have been assuming a crucial role in the future of democratic societies, being considered important contributors to their development. This paper, based on a quantitative approach, aims to understand young people's perceptions of gender inequality, particularly in the private sphere (home), the public sphere (politics and business), as well as in terms of daily tasks, and to understand the impact of education/knowledge shaping these perceptions.

## Session 4.2 – Sustainability / Corporate Social Responsibility

### Patent Developments In Technology Markets: Business Growth, Competitiveness And Corporate Social Responsibility

*Sadaf Shariat and Shahab Gholizadehdastjerd*

**Abstract:** This article investigates the impact of patents, the intellectual property rights mechanism widely used to protect corporations' assets, on business growth, competition and market dominance. As new technologies emerge to market in increasing numbers, business, law and policy should be guided by questions about whether patents work as designed and whether they are effective tools for the protection of inventions and business investments that are fed into research and development. This paper analyses selected legal, technological and organisational issues regarding the use of patents in new technologies and evaluates the extent to which corporations rely on their patents as strategic growth and marketing tools to yield success stories.

Analysing the market for new technologies and the potential of 'patent wars', this research will examine whether the introduction of strict patent strategy in new technologies is considered an effective marketing and innovation management

strategy. It investigates a wide range of sources and scenarios to develop findings regarding the rationale for the popularity of one strategy over another and to explain the potential effect of each mechanism on overall business performance. The analysis and results call for further interdisciplinary research in this area to improve knowledge about new markets and emerging and disruptive technology, as well as to develop new paradigms and theories together with best practices. The findings will bridge the gap between technology, business and marketing literature and legal intellectual property scholarship.

## Investigation of relationship between global citizenship and responsible consumption, and an optional narrowed area: fashion industry as an optional research area in the future

*Erzsébet Hetesi and Noémi Vizi*

**Abstract:** In our primary research, we sought to answer the question of whether there is a correlation between global civic characteristics and responsible consumption, and how these characteristics can be reported to the fashion industry. In our research, we considered the Z generation as the basic population, we used a questionnaire survey as the method, and the data were analyzed using statistical procedures. Aspects of global citizenship have been examined in the literature along three dimensions: social responsibility, global competence, and global civic engagement. Among Hungarian university students, we identified another 4-4 subdimensions, and in another sample, examining responsible consumption and the social responsibility of global citizens, we obtained almost the same dimensions as factor analysis: social justice, responsibility, poverty, exploitation. We found that by activating the role of responsible consumer, respondents scored higher in global social responsibility than examining only the dimensions of global citizenship. At the end of the study, we outlined a future research direction that aims to build on pilot research in which we examine fashion industry consumption, consumer participation in social responsibility and responsible consumption, and the relationship between the global citizen and fast fashion.

## Content marketing and persona building for sustainable brands: The case of "Mãe Natureza"

*Thais Argolo and Arminda Do Paço*

**Abstract:** Content marketing is one of the marketing paradigms that has been used recurrently in companies' strategies. Brands take advantage of the diffusion and democratisation of the Internet to try to create a connection with their consumers, as well as content that meets their needs and desires. For this, it is necessary to have a deep knowledge of your audience and its characteristics, which go beyond the concept of the target audience. Personas are a fundamental resource for determining who, how, where, and why directed in this context. Through the company Mãe Natureza, used as a case study, this research seeks to highlight the development process of a persona for e-commerce of ecological products. For this purpose, the study covers the concepts of content marketing, personas and archetypes that are comprehensive and interrelated, plus a description of the context of the ecologia that is the object of study in this research. Next, in the empirical part of the study, a survey of data from the company's Google Analytics and Facebook Business platforms is carried out to help understand its audience. Subsequently, individual interviews are done with the same purpose. After consolidating this information, it is concluded that the Buyer Persona of Mãe Natureza is Ana, married to João and mother of Santiago.

## How Much Does A Reviewer Write In A Review? Analysis Of The Review Length Based On User-Generated Content

*Berta Tubillejas-Andrés, Amparo Cervera-Taulet and Haydee Calderón-García*

**Abstract:** Online reviews provide additional tourist information to reduce uncertainty. The user-generated content of social networks is infinite in terms of the volume and topics discussed, being relevant in the tourism context. Reviews contain valuable information for managing consumers' decisions. Hence, review length is a frequent analyzed independent variable. However, no studies investigate about review length as dependent variable, moreover, explained by dependent variables from user-generated content. Apart from that, in the cultural tourist sector, research on online communication by e-wom is scarce, despite the opportunities it offers to publicize the cultural heritage. Using online review data retrieved from Tripadvisor, we conducted a MANOVA empirical analysis to explore differences in the length of 256 reviews -separating title and opinion- according to user-generated content (i.e. the expertise of the contributor, the device used for writing the review and the time elapsed between the tourist lived experience and the review writing of this experience). The empirical analysis results indicate that review length is affected by user-generated content. Differences by expertise as reviewer characteristics are detected. New reviewers of Tripadvisor tend to write shorter opinion reviews compared to contributors who have written more than 20 reviews in Tripadvisor. Additionally, we have detected a marginal effect of the device used for writing an online review as reviewer habits. Writing with a cellphone makes the difference in length of the title review, being shorter compared to writing with other devices. These findings have direct implications for cultural managers in their improved communication of potential valuable reviews.

### Session 4.3 – Civic participation in social issues

#### Is cause-related marketing participation intention driven by personality and subjective happiness?

*Sujo Thomas, Twinkle Trivedi, Ritesh Patel and Viral Bhatt*

**Abstract:** Almost two years into the pandemic, there has been a considerable change in how cause-related marketing (CRM) campaigns are managed under the umbrella of CSR initiatives. The global pandemic has unexpectedly disrupted our mundane lives and drastically changed consumer behaviour. Many scholars and practitioners have long debated how an individual's personality trait evolves. As the pandemic continues, it becomes imperative to investigate the impact of an individual's personality traits to comprehend the consumer mindset while realizing what drives CRM participation intention. This study further explores the moderating role of subjective happiness on personality traits and CRM participation intention. Primary data has been collected from 894 respondents and analysed by adopting the structural equation modelling and neural network approach to predict and rank the factors influencing the CRM participation intention. The results revealed the predictors of CRM participation intention by establishing normalized importance and found that agreeableness was the strongest predictor followed by conscientiousness, happiness, openness, age and extraversion while neuroticism, education and income were insignificant. The findings of our study provide ample opportunities for CRM marketers and practitioners to leverage and gain valuable insights on the pivotal role of big-five personality traits and subjective happiness in shaping CRM participation intention.

## **Get Woke, Go Broke? A conceptual paper on brand activism**

*Ricardo Grilo, Vera Vale and Susana Marques*

**Abstract:** The increasing popularity of brand activism has brought social issues to the fore of brands communications and actions. Showing up during a social issue, standing up for it and becoming an ally can create new opportunities for brands to strengthen their relevance or can lead to consumer backlash. The LGBT movements are one of the possible choices for marketers, from among movements such as Me Too, Black Lives Matter, Fridays for Future and Stop Asian Hate.

However, the brand activism construct within the context of LGBT issues, is still in its infancy. To address this gap in knowledge, this conceptual paper examines how brands are building inclusive marketing efforts, raising awareness, and standing up for LGBT rights and acceptance. Based on the review of literatures related to brand activism, corporate social responsibility, cause-related marketing, and woke activism, this study can help to give responses to the many unanswered questions about brand-related interactions with LGBT causes, and to identify opportunities for future research. It will be also relevant to understand how brands can create activist campaigns as a strategic tool. We want to give relevant insights into the factors to consider when designing successful LGBT brand activism campaigns.

Concluding thoughts, implications and potential areas for future research are discussed.

## **Fashion Civic Engagement: Understanding Consumption of Fashion as Self-Expression and Communication Medium**

*Farah K. Helmy, Ana Maria Soares and Eiman M Negm*

**Abstract:** This research investigates the factors that lead to fashion civic engagement and to the use of fashion as a communication medium. This study uses a mixed research approach. A qualitative approach (semi-structured interviews) was used firstly to gain insights into the underlying reasons and motivations about fashion as civic engagement; how citizens communicate social issues via fashion items; and the factors that lead to fashion activism. The qualitative phase aided in the development of the research model. Then, a quantitative phase (administrated questionnaires) was carried out to test the proposed model. This study interviews 10 participants, and distributed 452 questionnaires online. The results show that young generations are democratic citizens who actively engage in civic causes, primarily through fashion civic engagement. The analysis shows that brand personality, self-concept, and non-traditional media significantly correlate with fashion as civic engagement. Thus, fashion civic engagement is used during political and social causes as a technique for civic communication. This study contributes to the literature, showing fashion is regarded as a vital medium to communicate society's issues out to the world, shedding light on a different form of civic engagement.

## **The Starring Role Of SDG 10: Reduce Inequality Within And Among Countries. A Case Study Of Bisconni Pakistan**

*Hina Yaqub Bhatti, Mercedes Galán-Ladero and Clementina Galera-Casquet*

**Abstract:** In developing countries, many organizations have been adopted the “2030 Agenda for Sustainable Development”. This is the case of Pakistan, where Bisconni Company Pakistan was the first leading organization that focused on Sustainable Development Goal 10 “Reduce inequality within and among countries”. In 2019, Bisconni Company Pakistan decided to join hands with Bioniks to create a truly remarkable campaign titled “Complete Others” to help children with disabilities through bionic arms.

### **Session 4.4 – Civic participation in social issues**

## **An Investigation Of The Harms Associated With Problem Gambling.**

*Maurice Murphy and Feargal Murphy*

**Abstract:** Gambling is a socially embedded activity in Irish society and in cultures around the world (Fulton, 2015). According to The Institute of Public Health in Ireland, there is very little information on the prevalence of gambling and problem gambling in Ireland, although it is estimated that between 0.6 and 1% of the population (49,000 people – based on the population of Ireland in 2020) experience problems in relation to gambling (The Institute of Public Health, 2010; Eurostat, 2021). With gambling available in varied venues, ranging from the internet to casinos, game machines in pubs, and scratch cards in shops, opportunities to gamble are many (Fulton, 2015). Gambling is rapidly emerging as an important global public health issue, with gambling products causing considerable health and social harms for individuals, their families, and the broader community (Thomas and Thomas, 2015). Estimates of the numbers of individuals for whom gambling becomes a problem vary. It is generally considered that while many may take part in gambling as a pastime, a relatively small cohort may find that participation in gambling leads to addiction (Fulton, 2015). This paper examines the harms associated with problem gambling.



## **From nudging to greenwashing in FOP food packaging: A Research proposal to measure social marketing effectiveness**

*Angela Lima de Sousa and Beatriz Casais*

**Abstract:** Food brands are increasingly developing healthier options in their product portfolio to adapt to new market trends and to drive consumers to healthier lifestyles. These practices happen under the assumptions of both social responsibility marketing, to address sustainable development goals, but it is also a practice of social marketing, taking responsibility for driving consumers to healthier eating behaviours. The development or adaptation of a healthier food product portfolio may be considered a nudge technique in social marketing. The label on the package may convey the product's nudge, referring e.g., original ingredients replaced by healthier ones and its presence may stimulate feelings in the consumer's choosing purchase process. The label is an element of communication that may help the choice for a healthy behavioural consumption through its signal information, but on the other hand, it may convey a deceptive practice of greenwashing through a healthy appeal that does not fit entirely the standards of healthy consumption.

This paper proposes a research on the role of front-of-pack (FOP) label, both in signal information of product nudge for social marketing and in its greenwashing elements, and also the effects on consumers' behaviour and emotions. The empirical component will entail a mix-methods approach by combining both qualitative (focus group) and quantitative (survey and cluster analysis) methods. We expect this study to contribute to the consumer behaviour and social marketing literature by broadening the understanding of the FOP effect on food purchasers' audience and its transmission of nudge and/or greenwashing.

## **An historical analysis of celebrity endorsement in social marketing: tackling new research questions for the digital era**

*Beatriz Casais and João F. Proença*

**Abstract:** Public figures are recognised by their professional success. Their awareness gives them credibility that goes beyond their field of expertise, achieving a parasocial influence among their target audiences. Celebrities are commonly used in marketing to endorse commercial brands with which they show a personality-brand fit. This is also true regarding social marketing, since celebrities have a social model role able to influence social norms and promote copy response from the audience regarding social desired behaviours. Existing literature shows the effectiveness of celebrity endorsements in social marketing and indicates that public figures are available to participate in social causes. However, there is no evidence of the prevalence of those endorsements along the time to allow a deep analysis of the phenomenon. This paper analyses celebrity endorsements in 539 television social ads preventing HIV/AIDS in Europe in a longitudinal perspective from 1986 to 2011. Results indicate few celebrity endorsements, but an increasing phenomenon over time.

Considering the importance of marketing history to address new challenges, the involvement of celebrities in social marketing interventions give rise to research questions for future studies on social media influencers regarding social causes. This analysis is particularly relevant, considering the increasing importance of social media influencers in marketing. The influence marketing paradigms are changing and instead of large awareness and recognition, micro-celebrities in the digital arena tend to achieve higher influence persuasion and its use in social marketing seems to be an emergent issue.

## The influence of social marketing and social media tools to fight against animal abandonment and stimulate responsible animal adoption from NFPOs

*Marta Videira, Mafalda Nogueira and Sandra Gomes*

**Abstract:** Thousands of animals are abandoned each year in Portugal. Shelter associations as kennels or catteries dependent on municipal or parish councils, are overcrowded and with limited conditions to warrant a good life quality to all sheltered animals, despite their continuous and relentless efforts. This paper builds on how social marketing and its techniques, working on communication strategies through social media content and followers' engagement, become relevant in the promotion of animal adoption from shelters. Hence, the purpose of this paper is to present the results of a case study of a social marketing strategy employed by a Portuguese non-for-profit organization dedicated to provide shelter to abandoned animals and promote careful and responsible adoption. Hence it explores the potential of social media within social marketing campaigns to alter peoples' attitudes and behaviors regarding animal abandonment and adoption in desirable ways. A netnographic analysis of the association's publications on social media and a survey about animal adoption to 312 respondents was developed. The study contributes to the literature on social marketing, addressing animal abandonment, a theme that has been scarcely explored in the area. Findings allowed to, firstly, identify the most relevant elements in the online communication that influenced animal adoption and secondly, to provide a set of recommendations that might lead to the desired social behavioural change explored in this study, that is, animal adoption.

### Session 5.1 – Sustainable Consumption and Social Entrepreneurship

#### Sustainable consumption and Social Enterprises: main findings from a systematic literature review

*Noelia Salido-Andres, Nuria Garcia-Rodriguez and Silvia Cachero-Martinez*

**Abstract:** Scholarly research on sustainability is growing fast in the last few years, highlighting the demand for the adoption of multilevel (macro-meso-micro) collaborations to counteract the negative effects of climate change and the increasing social inequalities.

In this context, the role of Social Enterprises (SEs) is blooming, as a means to combine entrepreneurial activity with the required containment of environmental and social externalities (Ferdousi 2017). However, despite the growing potential of SEs in boosting awareness about the urgent implementation of sustainable solutions, the specific literature has greatly overlooked the role that customers-related issues can play on this (Tsai et al. 2020; Thompson et al. 2018; Gras & Mendoza-Abarca 2014).

In order to fill this gap, this research aims to contribute to the field with a systematic review of literature that specifically addresses the intersection between sustainable consumption and SEs. We apply bibliometric analysis to 33 peer-review publications and explore their relevance to research in Social Economy (Boyack & Klavans 2010; Kitchenham 2004; Tranfield et al. 2003). The analysis helps to identify the importance of sustainable consumption in relation to SEs, and sheds light on the factors underlining the choice of SEs' products and services instead of others market alternatives, both in sustainable purchasing and repurchasing processes.

## **Public Policy for Anti-consumption: a literature analysis of multi-level implications**

*Olavo Pinto and Beatriz Casais*

**Abstract:** This research step-in forward to clarify and expand the breadth of the implications of anti-consumption within management literature and their relationship with policy. The relationship of individuals with anti-consumption as well as their relations to institutions provides different levels of analysis, micro, macro, and meso levels, that invariably involve or inform policy information.

With the purpose of investigating business, management, and economics literature this systematic literature review assesses quantitatively and qualitatively the main contributors on policy in the growing anti-consumption field, while mapping the future pathways and possibilities of the relationship of policy and anti-consumption.

One of the biggest drivers found to stage the interaction between the two concepts is on sustainability, and while consumer choice and production processes may pursue goals that benefit society, the effectiveness and application in different contexts varies wildly, and can be presented in many different forms. Despite the idea that the market functioning can absorb anti-consumption goals providing a win-win situation, policy makers and constant monitorization of different goals, not only circumscribed to sustainability, are still of highly relevant.

The article has the following structure: 1) a systematic literature review on anti-consumption and policy; 2) a presentation of the concepts and methodologies that operationalize their relationship; 3) a contextual and thematic analysis of how these concepts are explored in the literature; 4) further avenues based on the relevant literature.

## **Institutional dimensions and social entrepreneurship value creation: Exploring differences between types of economy**

*Zahra Khamseh, Jose Carlos Pinho and Marjan Jalali*

**Abstract:** This study employs the lenses of institutional theory to examine social entrepreneurship activity (SEA) in three countries representing different economic systems (factor, efficiency, and innovation-driven). The criteria used to select the countries were based on the indicator SEA high-value creation and market-based. Therefore, this study examines the extent to which different institutional dimensions (normative, regulatory, and cultural-cognitive) differ according to the different country's economic structures participating in the NES-GEM study 2015. Results indicate that the three institutional dimensions differ among three different economic systems. While factor-driven countries (e.g., the Philippines) tend to value the normative (cultural and social norms) and cultural-cognitive dimensions (education), the innovation countries (e.g., Luxembourg) present a more favourable regulatory environment to promote new and growing firms. This regulatory dimension comprises government policies and government programs. This is reflected on fast permits, low taxes and regulations, and an efficient administrative system of support for new and growing firms. Concerning the cultural-cognitive dimension, it is reflected mainly in the encouragement of self-sufficiency, creativity, and personal initiative.

## Managers' intentions towards green microfinance: The case of Microfinance Institutions of the developing country of Cape Verde

Zenaida Leite and Elisabete Sá

**Abstract:** Microfinance institutions (MFIs) grant financial resources to the less privileged segments of the population, playing a crucial role in promoting self-employment and breaking the poverty cycle. Despite this positive social impact, projects supported by MFIs can also generate relevant environmental damage, since funds are often used to grow unsustainable practices. As these effects are more and more evident, there is a growing pressure for MFIs to target a triple bottom line, considering together people, profit and also the planet, which entails several challenges. MFIs' managers are critical decision-makers who can act as facilitators of a needed transition to green microfinance. For that purpose, it is necessary to further the understanding of their environmental beliefs and perceptions. This study explores these perceptions drawing on the Protection Motivation Theory applied to the case of Cape Verde's MFI managers. Results indicate that they understand and are aware of the environmental threats and identify their own customers as the most vulnerable to them. They seem motivated to increase their green activity in the future, as they are generally seen as effective to mitigate the problems, although they also identify some limitations to their ability to act accordingly.

## Session 5.2 – Sustainable Consumption and Social Entrepreneurship

### A Framework for Communications Encouraging Personal Budgeting

Magdalena Cismaru and Onur Akdaş

**Abstract:** Purpose: This article illustrates how a framework can be developed and used to guide communications in the absence of an existent theoretical model that can be used to inform the process.

Design/methodology/approach: A framework was proposed after a thorough academic literature review, discussions with significant expert shareholders, consulting several books, and identifying, reviewing, and qualitatively analyzing 30 on-line communications aiming to encourage and help individuals to budget. First, significant keywords were identified regarding personal budgeting as, budgeting definition and importance, income, expenses, needs and wants, goals, savings, investments, planning. Then, information in respect to each of these keywords was collected, organized, and analyzed.

Findings: Significant data emerged, based on which the keywords have been revised, and a comprehensive framework for personal budgeting was proposed. Originality: This paper links practice with theory in a very original way. No theoretical framework for personal budgeting has been found in the existing literature; therefore a framework was proposed based mostly on what was seen in practice.

Practical implications: Designers of such initiatives can use this model for inspiration, add or modify information based on these findings and enhance their communications.

Social implications: Individuals suffering from financial distress and living pay check-to-pay check can benefit the most from the proposed framework regarding personal budgeting.

## **Communicating with culturally diverse and economically deprived communities to encourage adoption of environmentally friendly behaviours - the effectiveness of local versus global message framing and shocking images**

*Barbara Czarnecka and Katherine Baxter*

**Abstract:** The purpose of this study was to examine the effectiveness of global versus local message framing, and shocking versus non-shocking images in a local campaign in a culturally diverse and economically deprived area of High Town, Luton, UK to promote the use of a jute shopping bag to a culturally, ethnically and economically diverse community. In a 2 x 2, between-subjects exploratory survey experiment, 160 respondents, who met the residential criteria, were approached in High Town to complete a pen-and-paper survey. The results showed that global framing coupled with the shocking image achieved the highest levels of behavioural intention. When levels of consumer's perceived effectiveness, global identity and place attachment were taken into consideration, the interaction between the message frame and image was statistically significant, suggesting that message framing and image are critical aspects of targeted communications that affect behavioural intentions. Global message framing (compared to local) and the shocking image achieved the highest behavioural intention suggesting that this type of message may be more likely to result in positive behavioural intentions amongst a diverse population. This study provides additional empirical evidence in the context of communicating with culturally diverse and economically diverse populations in deprived areas. It extends our knowledge about the effectiveness of global and local message framing and shocking and non-shocking images.

## **Consumers' Perceptions and Attitudes Toward Social Media Recommended Advertisements Take a Forward Step**

*Cherouk Amr Yassin*

**Abstract:** Universities are considered an essential pillar of society because they play a pivotal role in elevating awareness regarding social responsibility among its students and staff members. The purpose of this study was the first effort to understand the effect of university social responsibility toward the tourism industry using students' and professors' efforts in promoting the touristic spots and the effectiveness of this strategy on the learners' outcomes. The tourism industry in Egypt has been seen lately an unexpectedly great increase in presence of Social Media Platforms, a lot of factors have been integrated to achieve this increase one of them was the effective usage of a social media marketing campaign by undergraduate students under the supervision of Marketing academics. Social networks are gradually taking up a larger share of consumer time spent online which reflect the consumer decision making on choosing their next destination.

Therefore, a huge effort was done to promote Egyptian touristic spots. Fourteen spots have been chosen and promoted through social media campaigns done through student graduation projects from the beginning of the pandemic in 2020 till the end of 2021. Theoretical and practical implications are discussed. It addresses the concept of social responsibility and its various aspects; the role of universities in strengthening this relationship. In the end, the paper provides several recommendations that guarantee the enhancement of the role of universities in social responsibility.

## Is Brand Activism Evolved CSR? Implementing A Brand Activism Strategic Framework

*Marlize Terblanche-Smit and Carolin Welser*

**Abstract:** Increasingly, multinational companies are making statements related to socio-political topics. By doing so, businesses do not only fulfil their responsibilities towards society, but also act as brand activists. A challenge for businesses is the strategic implementation of brand activism. In contrast to traditional corporate social responsibility (CSR) approaches, brand activism addresses different marketing objectives, can create trust among consumers and highlight pertinent social issues. The aim of this paper is to examine the conceptual differences of brand activism versus CSR and offer strategic guidelines for businesses and marketing strategists to develop and implement effective brand activism strategies. This paper is based on a critical review of different literature perspectives of CSR and brand activism as a necessary evolution of the CSR concept. Analysis of key principles and implications allows for the development of a Brand Activism Strategic Implementation Framework, discussed in terms of the nature of brand activism, the values-driven approach, the potential to create brand identity, the dimensions, the relation to core-operations and the implementation of a risk benefit analysis. Strategic implications are discussed by comparing two best practice examples for CSR and brand activism. The findings demonstrate that compared to CSR, brand activism has a different impact on the consumer's purchase decision-making process, includes different risks and benefits, and serves as a tool to shape brand identity if it is authentically implemented. Brand activism has the potential to address consumer needs by directing strategic marketing planning at current societal-issues to the benefit of all stakeholders and society.

### Session 5.3 – Sustainable Consumption and Social Entrepreneurship

## Cosmética Sostenible E Imagen De Marca En Redes Sociales: Un Estudio Comparativo Entre Millennials Y Centennials

*César Sahelices-Pinto, Ana Lanero-Carrizo and José Luis Vázquez-Burquete*

**Abstract:** This work analyzes the generational influence in the construction of a sustainable brand image from digital communication in the cosmetics sector.

Specifically, a comparison is made between the millennial and centennial generations regarding the perception of attributes of conventional and sustainable cosmetics brands raised by advertisements on social networks. To do this, an online survey was administered to a sample of 237 women (135 millennials and 102 centennials), who were presented with a series of questions about the association of different cosmetics brands with certain characteristics of their communication on social networks. The data collected were analyzed using two simple correspondence factorial analyses, performed for each of the millennial and centennial subsamples. The results obtained allow us to affirm that there is a specific relationship between the selected cosmetics brands and the valued attributes, although no differences are observed in the mental representation of women of different generations.

## Produtos Sustentáveis Em Pregões Eletrônicos De Compras Públicas E Os Fatores Que Interferem Em Seus Preços

*Cleidiane A. J. M. Souza, Arilda Teixeira and Silveli de Andrade*

**Abstract:** O objetivo deste artigo foi apontar os fatores que influenciam a variação dos preços licitados de compras de produtos verdes e comuns; identificar se esses fatores estão relacionados a um padrão de comportamento; e se são influenciados pela presença de produtos verdes nos leilões de licitação. Foi uma pesquisa quantitativa, descritiva, com dados primários obtidos por coleta manual no Portal de Compras do Governo Federal (Compranet) em 2021. Os dados referentes aos fornecedores foram coletados na Receita Federal (RF) e no Portal da Transparência (PT). Os resultados foram estimados pelo método Mínimos Quadrados Ordinários (MQO). A amostra estudada foi composta por produtos verdes e comuns, coletados nos pregões eletrônicos de 2021. Os resultados revelaram que, apesar de a competição influenciar o preço do produto verde, fatores como o número de fornecedores, e a quantidade de itens no pregão, também influenciam. Para amostra desta pesquisa, a competição influenciou negativamente o preço; e a experiência do fornecedor não o levou a reduzir o preço para vencer a licitação. Quanto aos produtos comuns, somente a variável Fornecedor apresentou associação positiva e significativa com o preço. Os resultados sugerem que há diferentes maneiras de influenciar a formação de preços de produtos verdes em pregões. Portanto, cabe aos licitados desses pregões, encontrar a forma de otimizar seus resultados nessa modalidade de transação.

## A Co-Criação De Valor Do Consumidor Enquanto Cidadão Através Do Comportamento Pro-Circular

*Emmanuelle Brederode, Joaquim Silva and Helena Alves*

**Abstract:** The growing importance of trends in environmentalism has led to a significant increase in environmentally friendly attitudes and behaviors, which demonstrate collective strength through individual decisions. Co-creation represents a fundamental component of this logic, as collaboration allows society in general to create opportunities and generate benefits. However, unsustainable practices continue to exist, and with that a great need for greater public awareness and participation in circular economy initiatives. Considering the growing interest in involving citizens in socio-environmental causes, and taking into account that there is still a long way to go, the purpose of this investigation is to understand citizens' motivations for adopting pro-circular behaviors and how they perceive the value created for themselves and for the community in which they operate. For data collection, a qualitative exploratory methodology was adopted, based on digital diaries written by 25 participants, over a period of 7 days. The findings were diverse, among them, a mostly female profile with a high academic degree. People with greater social concern are the most environmentally committed, although they don't always carry out pro-circular attitudes in their day-to-day. This exploratory study constitutes the initial phase of a broader investigation, aiming at the development of a pro-circular value co-creation scale. The present work presents its originality and contribution when using the diary technique to analyze the pro-circular behavior of the participants, in order to co-create value for the society in which they operate.