

Pozivam studente zainteresovane za učešće na takmičenju o marketingu u neprofitnim i organizacijama javnog sektora

PUBLIC AND NONPROFIT MARKETING “Corporate Social Responsibility: is it exclusive of large organizations?”

da se hitno, zaključno sa ponedeljkom, 21.11.2016. u 12:00 prijave na adresu

ana.popovic@eknfak.ni.ac.rs uz naznaku *Prijava za kongres* u naslovu maila.

Informacije o ovom događaju date su u nastavku teksta



International
Association on
Public and
Nonprofit
Marketing



INSTITUTO
SUPERIOR
DE CONTABILIDADE
E ADMINISTRAÇÃO
DO PORTO

**VIII INTERNATIONAL CONGRESS ON TEACHING CASES
RELATED TO PUBLIC AND NONPROFIT MARKETING**

“Corporate Social Responsibility: is it exclusive of large organizations?”

CALL FOR PAPERS / STUDY CASES

The International Association on Public and Nonprofit Marketing (AIMPN / IAPNM), in collaboration with the ISCAP, Polytechnical of Porto, organizes the VIII International Congress on Teaching Cases related to Public and Nonprofit Marketing under the motto “*Corporate Social Responsibility: is it exclusive of large organizations?*”. This Congress will be held next December 16, 2016 at Porto, Portugal.

The event aims joint participation of professors and students (either in person or on-line, as appropriate) in a discussion forum revealing concerns of both groups regarding the public and nonprofit landscape. This year we will provide a look, amongst other subjects, at the differences between large and small companies, concerning corporate social responsibility.

At this purpose, we encourage you to form **working teams** consisting of a **professor-tutor** and **up to 5 students** who will develop and, where appropriate, will present their **5-10 pages length studies cases**, in English, Spanish or Portuguese languages, and according to the format in the template that will be provided after registration. Such cases must be referred to **any actual activities developed by companies, public institutions or nonprofits that are particularly noteworthy because of their socially responsible or social marketing actions**.

CONDITIONS FOR PARTICIPATION AND REGISTRATION FEES:

a) **Face attendance** (*), for those professors and students wishing to physically attend the working sessions of the Congress and, where appropriate, submit one or more cases for consideration:
When contributing one or more cases: – Professor fee: **Free** – Student fee: **10 €**.
Without contributions: – Professor fee: **30 €** – Student fee: **30 €**.

b) **On-line attendance**, for those professors and students who cannot physically attend the working sessions of the Congress due to distance, travel costs, etc. and, where appropriate, submit one or more cases for consideration:
When contributing one or more cases: – Professor fee: **Free** – Student fee: **5 €**.

In all cases participants will be provided a **certificate** (and, where appropriate, reflecting case submission) as well as **the publication in electronic format**. The Congress publication, with **ISBN** and supported by an **International Scientific Committee**, will include all selected cases as independent chapters.

The **Scientific Committee will award the best cases submitted** on the basis of their scientific and expositive quality. This acknowledgement will be accredited by the delivery of an additional **diploma**. Authors could also be invited to the oral presentation of their cases during the Congress and/or to publish larger versions of their work in a journal or any other specialized publications by the IAPNM/AIMPN.