



20th International Congress on Public and Nonprofit Marketing
Public and non-profit marketing within the framework of sustainable development goals



**20th INTERNATIONAL
CONGRESS ON
PUBLIC AND NON-
PROFIT MARKETING**

**Public and non-profit marketing
within the framework of
sustainable development goals**

June, 28th - 29th 2021
Virtual Conference
www.20iapnm.es



ACCOM
Grupo de Investigación UAH



Congress program



The Organizing Committee welcomes you to the Congress:

Chairs



Pedro CUESTA-VALIÑO - University of Alcalá (Spain)



Azucena PENELAS-LEGUÍA - University of Alcalá (Spain)

Secretaries

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Monday, June 28, 2021

10:00 - 10:30 Plenary Session: Opening Session

Room 1 - <https://eu.bbcollab.com/quest/91956e0ceb404b6ab38104eec3cba2fd> -

Very important: recommendation to use Google Chrome

Chair: *Pedro Cuesta Valiño – Azucena Penelas Leguía*

Dra. Dña. Elena Mañas Alcón

Directora de Voluntariado Universitario de la Universidad de Alcalá y Directora de la Cátedra de RSC Santander-UAH

Dr. D. José Antonio Gonzalo Angulo

Director del Departamento de Economía y Dirección de Empresas

Dr. D. José Luis Vázquez Burguete

Presidente de la International Association on Public and Nonprofit Marketing



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Monday, June 28, 2021

10:30 - 12:00 Plenary Session: Guest Keynote Speakers

Room 1 - <https://eu.bbcollab.com/quest/91956e0ceb404b6ab38104eec3cba2fd> -

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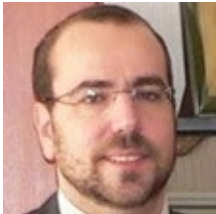
Chair: *Pedro Cuesta Valiño*



Prof. Dr. Ricardo Villarreal

University of San Francisco (USA)

Non Profits & the UN's SDGs: Evident Challenges and Possible Solutions from the Consumers' Perspective



Prof. Dr. Pablo Gutiérrez-Rodríguez

University of León (Spain)

Felicidad del Consumidor. ¿Nuevo paradigma del marketing no lucrativo?



Prof. Dr. Mario Arias Oliva

Complutense University of Madrid (Spain)

Member of the International Advisory Board of the Centre for Business Information Ethics, School of Commerce, Meiji University (Japan)

Breaking frontiers of Public and Nonprofit Marketing: trends and example I



Prof. Dra. Eva Reinares Lara

Universidad Rey Juan Carlos (Spain)

Breaking frontiers of Public and Nonprofit Marketing: trends and example II



Monday, June 28, 2021

12:00 - 13:30 Parallel Sessions (Room 1 and 2)

**Room 1 – 15 minutes maximum per presentation - <https://eu.bbcollab.com/guest/91956e0ceb404b6ab38104eec3cba2fd> -
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ODS y Responsabilidad Social

Chairs: *Clementina Galera Casquet - Azucena Penelas Leguía – Blanca García Henche*

The world studies Spanish. Spanish as a cultural and touristic resource in China	Universidad de Alcalá Shanghai International Studies University	Spain China	García Henche, Blanca Yang, Ming
Estudio del comportamiento futuro de los donantes habituales de sangre	Universidad de Las Palmas de Gran Canaria	España	Robaina Calderín, Lorena Martín Santana, Josefa D. Melian Alzola, Lucía
Una aproximación a la situación de las alianzas sociales intersectoriales en el marco de los ODS	Universidad De Extremadura	Spain	Muñoz Muñoz, Elena Valero Amaro, Víctor Barroso Méndez, María Jesús Galera Casquet, Clementina
La co-creación de valor empresa-organizaciones no lucrativas como mecanismo de innovación social para fomentar el logro de los Objetivos de Desarrollo Sostenible	University of Oviedo	Spain	Díaz-Perdomo, Yolanda Álvarez-González, Luis Ignacio Sanzo-Pérez, María José
El uso del concepto sostenibilidad en el marketing: una propuesta de metodología de aplicación/ work in progress	Universidad de Alcalá	Spain	Contreras Contreras, Pablo Cuesta Valiño, Pedro Gutiérrez-Rodríguez, Pablo



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Experiences in education and other research

Chairs: *Pablo Gutiérrez Rodríguez - Pedro Cuesta Valiño - Estela Núñez Barriopedro*

Students' perceptions on public vs. Private higher education institution brand value in Croatia	Libertas International University	Croatia	Leko Šimić, Mirna Ostojić; Martina
The impact of environmental regulation on trade market. A focus on environmental goods	Jinan University	China	Yunzhi, Zhang Zhe, Dai
Bridging the "Digital Divide" with Phygital Technologies in Higher education for Marginalized Communities: A phenomenological study	Delhi School of Management Delhi Technological University	India	Singh, Ruchika Shree, Deep
Understanding the Drivers of Youth Social Action in Economically Challenged Communities: a Deep Dive Qualitative Study with Young People	Henley Business School University of Reading	United Kingdom	Garnelo Gomez, Irene Money, Kevin
Systematic review of the effectiveness of meat substitution interventions based on behavior change theories	Universidad Pontificia Comillas	Spain	Salehi, Gelareh Díaz, Estela Redondo, Raquel



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16:00 - 17:30 Parallel Sessions (Room 1 and 2)

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Desarrollo socioeconómico sostenible

Chairs: Mercedes Galán Ladero - Azucena Penelas Leguía - José María López Sanz

Comunicación, redes sociales y Objetivos de Desarrollo Sostenible (ODS). Una reflexión desde la perspectiva del marketing social y el happiness management en las Elecciones Generales en España.	Universidad de Cádiz Universidad Politécnica Salesiana del Ecuador	Spain Ecuador	Galiano-Coronil, Araceli Jiménez Marín, Gloria Elías Zambrano, Rodrigo Luis-Bayardo Tobar-Pesantez
Desarrollo socioeconómico sostenible: caso Piamonte, Cauca - Colombia, transformación de territorio de violencia a territorio de paz.	Universidad de San Buenaventura Cali Pontificia Universidad Javeriana Cali	Colombia	Burbano Vallejo, Edy Lorena Muñoz Murillo, William
Consumo Responsable y Sustentable: Un estudio Biliometric de su concepto y medición.	Universidad Católica de Córdoba / Universidad Nacional de Córdoba	Argentina	Bianchi, Enrique Carlos
Factores que afectan las decisiones de comerciar en cadenas de suministros agroalimentarias: Caso el Ñame en Colombia	Universidad del Sinú	Colombia	Jimenez-Diaz, gela Toscano-Hernandez, Anibal Borja-Argel, Yeimer Romero-Arroyo, Marisella
From data science and smart destinations to tourism public marketing. A systematic review	University of Cádiz	Spain	Aguirre Montero, Alex López Sánchez, José A.



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Contributions in the public areas of health and other research

Chairs: *Mónica Gómez Suarez - Pedro Cuesta Valiño – Blanca García Henche*

Opportunities for the sustainability of the rural environment around the gastronomic culture through the collaboration of small producers, institutions and public administrations	Universidad de Alcalá	Spain	García Henche, Blanca
The impact of social embeddedness on conflicts in health organisations	University of Szeged	Hungary	Márton, Vilmányi Erzsébet Hetesi Margit, Tarjanyi
The role of communication in the trust of citizens coronavirus vaccines in Hungary	University of Szeged	Hungary	Erzsébet, Hetesi Zoltán, Juhász
Word-of-mouth in the health care sector: a current state of research	University of Applied Sciences Upper	Austria	Pauli, Gerlinde Martin, Sebastian
God, trust and social marketing for health: analyzing the role of religion and understanding of science among young people	Austral University	Argentina	Rivera, Reynaldo



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Sostenibilidad y Responsabilidad Social Corporativa

Chairs: *Ana Lanero Carrizo - Azucena Penelas Leguía - José María López Sanz*

Sostenibilidad en la gestión de asociaciones de pequeños productores agropecuarios: caso de la subregión de las sabanas en Córdoba (Colombia)	Universidad del Sinu	Colombia	Toscano-Hernández, Anibal Enrique Hernández-Padilla, Cindy Milena Salcedo-Hernández, David
Turismo sostenible en función del desarrollo local	Pontificia Universidad Javeriana de Cali	Colombia	Muñoz Muriilo, William Burbano Vallejo, Edy Lorena
Relación entre el género del CEO y la aplicación de la Responsabilidad Social Corporativa	Universidad CLAEH	Uruguay	Licandro, Oscar Correa, Patricia
Gestión de las asociaciones pesqueras en el marco de la responsabilidad social para el fortalecimiento de la cadena productiva	Universidad de San Buenaventura de Cali	Colombia	González-Cabo, Verena Valencia Rodríguez, Marino Bonilla Betancourt, Luis Ferney Mosquera Mosquera, Omaira
Impacto, alcance y sentimientos predictivos en la difusión de contenidos de responsabilidad social de las marcas de moda de lujo Loewe y Manolo Blahnik	Rey Juan Carlos University / University of Huelva	Spain	Castillo-Abdul, Bárbara Romero-Rodríguez, Luis Miguel



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Branding in public organizations and non-profit organizations

Chairs: Isabel Sánchez-Hernández - Pedro Cuesta Valiño – Blanca García Henche

Brand Development on e-sport advertisers	Universidad de Alcalá	Spain	Tejada López, Adrián Loranca Valle, María Cristina Cuesta Valiño, Pedro
Approach to measuring the Brand Equity of a Non-Profit Organization: Design and validation process of instrument.	Universidad Autónoma de Madrid Universidad Centroamericana	Spain Nicaragua	Murillo Acuña, Kathy
Lovemarks applied to the Mexican private universities: the importance of the students' opinions	Valencian International University University of Guanajuato Musnter Technological University	Spain Mexico Ireland	Casanoves-Boix, Javier Cruz-García, Ana Pérez-Sánchez, Mónica
Barriers to nonprofit brand orientation: an emerging country exploratory study	Fucape Business School	Brazil	Mainardes, Emerson Sepulcri, Lara
Brand management applied to the Irish public health system during Covid-19	Valencian International University Musnter Technological University	Spain Ireland	Casanoves-Boix, Javier Cruz-García, Ana Murphy, Maurice



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Herramientas digitales en marketing público y de organizaciones no lucrativas
Chairs: *Gonzalo Díaz-Meneses - Azucena Penelas Leguía – Estela Núñez Barriopedro*

Online museums segmentation with structured data: the case of the Canary Islands' online marketplace	University of Las Palmas de Gran Canaria Technical University of Vilnius Gediminas	Spain Lithuania	Díaz-Meneses, Gonzalo Miriam, Estupiñán-Ojeda Neringa, Vilkaitė-Vaitonė
Vegan Vloggers' narratives: heterotopias for ending the commodification of animals?	Comillas Pontifical University	Spain	Díaz Carmona, Estela Martín García, David Felipe
Nonprofit marketing in the digital era: a framework proposal for connecting the multi/omnichannel behaviors of nonprofits and stakeholders	Universidade da Coruña Universidad de Oviedo	Spain	Mato-Santiso, Vanessa Rey-García, Marta Sanzo-Pérez, María José
The examination of the Internet usage and subjective quality of life in the elderly generation	Széchenyi István University	Hungary	Ida, Ercsey
A Systematization of Social Media use in Social Marketing	University of Aveiro	Portugal	Grilo, Ricardo Alves, Helena



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Green Marketing, Teaching Experiences and CRM

Chairs: *Helena Alves - Pedro Cuesta Valiño – Patricia Durán Álamo*

Segmentation of public university libraries: insights into twitter	Universidad de Valencia	España	Tubillejas-Andrés, Berta Calderón-García, Haydee Cervera-Taulet, Amparo
Antecedents of green purchasing behavior	CEOS.PP, ISCAP Polytechnic of Porto	Portugal	Veiga Pereira, Inês Ribeiro, Anabela
How green is the online marketing of green NPO? An analysis of the carbon footprint of selected websites	IST - University of Applied Sciences	Germany	Vilmar, Answin
Cause Related Marketing: When Social Alliances of Corporations with Non-Profit Organizations Benefit a whole Society.	University of Nicosia	Cyprus	Demetriou, Marlen
Student's roles and behaviors in co-creation processes in higher education – a systematic literature review	University of Minho Unuversity of Beira Interior	Portugal	Zarandi, Negin Soares, Ana Maria Alves, Helena



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Desarrollo socioeconómico sostenible y responsabilidad social

Chairs: *Víctor Valero Amaro - Azucena Penelas Leguía – Estela Núñez Barriopedro*

Turismo rural y los objetivos de desarrollo sostenible. Un estudio de las variables que más influyen en el comportamiento del turista	Universidad de Alcalá	Spain	López-Sanz, José María Penelas-Leguía, Azucena Gutiérrez-Rodríguez, Pablo Cuesta-Valiño, Pedro
Análisis de la satisfacción del cliente interno en las instalaciones deportivas públicas del Ayuntamiento de Madrid	Universidad Alcalá	Spain	Santacruz Lozano, José Antonio Tobías Sidera, Sergio
Orientación a la innovación en el sector no lucrativo. Análisis de su impacto en el desempeño de las ONGD españolas	Universidad de Extremadura	Spain	Valero Amaro, Víctor Galera Casquet, Clementina Barroso Méndez, María Jesús
Cómo interpretan la responsabilidad social interna los profesionales de recursos humanos	Universidad CLAEH	Uruguay	Licandro, Oscar
Happiness Management a culture to explore from Brand Orientation as a sign of Responsibility and Sustainable Production	University of Cádiz University of Alcalá	Spain	Ravina-Ripoll, Rafael Nuñez-Barriopedro, Estela Almorza-Gomar, David



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Responsible consumption and production

Chairs: *Pilar Fernández Ferrín - Pedro Cuesta Valiño – Patricia Durán Álamo*

Cognitive biases in eco-label understanding: a study with Spanish consumers	University of León	Spain	Lanero Carrizo, Ana Sahelices Pinto, César Vázquez Burguete, José Luis García Miguélez, María Purificación
Responsible research and innovation in the most reputed agri-food cooperatives in Spain	Universidad de Extremadura Universidad de Jaén	Spain	Sánchez-Hernández, M. Isabel Castilla-Polo, Francisca
The role of emotions and purchase motivation in the consumption of sustainable products: empirical evidence in social enterprises	University of A Coruna University of Oviedo	Spain	Salido-Andres, Noelia Cachero-Martínez, Silvia García-Rodríguez, Nuria
Actitudes hacia los productos sostenibles y disposición a pagar por productos de comercio justo: el papel de las emociones	Universidad del País Vasco UPV/EHU Universidad de Extremadura Universidad de Santiago de Compostela	Spain	Fernández-Ferrín, Pilar Galán-Ladero, M. Mercedes Castro-González, Sandra Bande, Belén
Instituto Superior de Marketing y Servicios: un proyecto al servicio de los emprendedores	Instituto Superior Marketing y Servicios	Spain	Ponce Núñez, José Miguel



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16:00 - 17:30 Parallel Sessions (Room 1 and 2)

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Innovación, experiencias docentes y responsabilidad social

Chairs: *Oscar Licandro - Azucena Penelas Leguía – Estela Núñez Barriopedro*

Gamificación online en las Universidades Públicas	Universidad de Alcalá	Spain	Penelas-Leguía, Azucena López-Sanz, José María Cuesta-Valiño, Pedro Núñez-Barriopedro, Estela Loranca-Valle, Cristina
Consideraciones para gestionar la calidad en los servicios ofrecidos por los portales públicos universitarios	Universidad de Extremadura	Spain	Janita-Muñoz, M ^a Soledad Miranda-González, F. Javier Palacios-González, María Manuela
El método de caso como método de formación empresarial en la educación superior durante la pandemia Covid-19	Universidad de Tarapacá	Chile	Bernal Peralta, Jorge Francisco
La web institucional como herramienta de difusión de acciones orientadas a la sostenibilidad: el caso de las universidades públicas madrileñas	Universidad de Alcalá	Spain	Giménez Baldazo, Mónica Sandín Vázquez, María
Contribución efectiva de las gerencias de responsabilidad social al desempeño social de las empresas	Universidad CLAEH	Uruguay	Licandro, Oscar



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Corporate Social Responsibility and sustainable socioeconomic development
Chairs: *Amparo Cervera-Taulet - Pedro Cuesta Valiño – Blanca García Henche*

Consumer's perception of sustainability in wine: a study with Spanish experts and non-experts	University of León	Spain	Lanero Carrizo, Ana Fuentes Fernández, Rosana Vázquez Burguete, José Luis
Corporate Social Responsibility and the Changing Corporate Political Engagement in America	University of Lethbridge	Canadá	Wymer, Walter
The role of corporate social responsibility in muslim world: the case of Pakistan	Riphah International University University of Extremadura	Pakistan / Spain	Bhatti, Hina Yaqub Galán-Ladero, M. Mercedes Galera-Casquet, Clementina
The adoption of voluntary simplicity: understanding concept, drivers, practices and the consumer buying decision process of simple life first steps	Federal Institute Education University of Minho	Brazil / Portugal	Rebouças, Raquel Soares, Ana Maria
Charities Inherent Suitability in the Individual-Brand Relationship Dyad	University Of Lethbridge	Canadá	Wymer, Walter



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Tuesday, June 29, 2021

17:30 - 19:00 Plenary Session: Final Discussion Session “How to publish”- Guest editors indexed journals - Books presentation

Room 1 - <https://eu.bbcollab.com/quest/91956e0ceb404b6ab38104eec3cba2fd> -
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17:30 - 18:15 Final Discussion Session I: “How to publish” with Guest Keynote Speakers

Chairs: *Pedro Cuesta Valiño – Mónica Gómez Suárez*



Prof. Dr. Justin Paul

Professor at University of Puerto Rico (USA)
Distinguished Professor of Indian Institute of Management (IIM-K) and SIBM, Pune.
Editor-in Chief of the International Journal of Consumer Studies
Associate Editor of Journal of Business Research
Associate Editor of European Management Journal
Conference: *Publishing in premier journals: Ideas, steps and strategies*



Prof. Dr. Domingo Ribeiro-Soriano

Professor of Business Administration at the University of Valencia (Spain)
Nominated as Distinguished Professor at a University in China.
Researcher with more than 100 papers in SSCI-ranked journals.
Senior Associate Editor at Journal of Business Research
Associate Editor for Special Issues at Technological Forecasting and Social Change
Conferencia: *Cómo publicar en revistas de impacto*



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18:15 - 18:45 Final Discussion Session II: Congress Special Issues with Guest Editors

Chairs: José Luis Vázquez Burguete - Helena Alves – Pilar Fernández Ferrín - Mónica Gómez Suárez – Pablo Gutiérrez Rodríguez - Pedro Cuesta Valiño

Frontiers in Psychology (JCR Q2)	Public and Non-Profit Marketing within the Framework of Sustainable Development Goals	Pedro Cuesta Valiño Mónica Gómez Suárez Pablo Gutiérrez Rodríguez Ricardo Villareal	31 December 2021
Sustainability (JCR Q2)	Consumer Behaviour and Sustainable Development Goals	Pedro Cuesta Valiño Pablo Gutiérrez Rodríguez Antoni Serra Cantallops	30 November 2021
Sustainability (JCR Q2)	Sustainability and Consumer Behavior: Perspectives and Developments	José Luis Vázquez Burguete Ana Lanero Carrizo	30 November 2021
Sustainability (JCR Q2)	Employees, Internal Social Responsibility, and Corporate Sustainability	José Luis Vázquez Burguete M. Isabel Sánchez Hernández María P. García Miguélez Ana Lanero Carrizo	30 September 2021
International Review on Public and Nonprofit Marketing (SJR Q2)	Special issue	Helena Alves	
Management Letters - Cuadernos de Gestión (SJR Q3)	Consumer behavior on sustainability issues	Pilar Fernández Ferrín Sandra Castro González Patricia Martínez	28 February 2022



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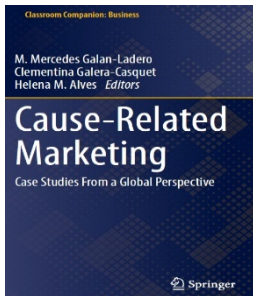
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18:45 - 19:00 Final Discussion Session III: Books presentation

Chair: Mercedes Galán Ladero - Rafael Ravina Ripoll – Azucena Penelas Leguía - Estela Núñez Barriopedro



Cause-Related Marketing. Case Studies from a Global Perspective – Springer
Coordinadores: Mercedes Galán Ladero - Clementina Galera Casquet - Helena Alves



Happiness Management and Social Marketing: A wave of sustainability and creativity – Peter Lang
Coordinadores: Rafael Ravina Ripoll - Luis Bayardo Tobar Pesántez - Araceli Galiano Coronil - José Marchena Domínguez



Estrategias de marketing social corporativo: retos de comunicación y branding en entornos competitivos – Sindéresis
Coordinadores: Estela Núñez Barriopedro – Azucena Penelas Leguía – Pedro Cuesta Valiño



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Tuesday, June 29, 2021

19:00 a 19:30 Plenary Session: Closing Session

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Chair: *Pedro Cuesta Valiño – Azucena Penelas Leguía*

Dr. D. Carmelo García Pérez

Vicerrectorado del Campus de Guadalajara y Relaciones Institucionales

Dr. D. Antonio García Tabuenca

Decano de la Facultad de Ciencias Económicas, Empresariales y Turismo

Dr. D. José Luis Vázquez Burguete and Beatriz Casais

President of IAPNM and Chair of Organizing Committee of 21st International Congress on Public and Nonprofit Marketing (2022)



Organizing Committee

Chairs



Pedro CUESTA-VALIÑO - University of Alcalá (Spain)



Azucena PENELAS-LEGUÍA - University of Alcalá (Spain)

Secretaries

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