

# VI LATINAMERICAN SOCIAL MARKETING CONGRESS

The role of people in social marketing



September  
**04 - 07**

**Belo Horizonte,**  
Minas Gerais -  
Brazil

**FUCAPE**  
BUSINESS SCHOOL



IAPNM

## CALL FOR PAPERS

### VI Latin American Social Marketing Congress “The role of people in social marketing”

September 4th to 7th, 2024

Belo Horizonte – Brazil

Fucape Business School (Hybrid event)

The Latin American Social Marketing Congress is an annual event with the purpose of presenting and discussing the latest scientific advances and developments in the social marketing field, primarily those of Latin American researchers, showcasing examples from companies, public institutions, and non-profit organizations. The event is promoted by the Latin American section of the International Association on Public and Nonprofit Marketing (IAPNM), a non-profit scientific society, established in 2002 with the goal of networking academics and professionals in marketing and related topics. One of the main objectives of the IAPNM, in its Latin American section, is to contribute to setting up adequate bases for an integrated, responsible, and sustainable socioeconomic development model in Latin America.

The Latin American Social Marketing Congress is one of the main events promoted by the IAPNM. Social marketing and its derivations (in fields such as health, politics, and ecology) have gained ground in the marketing literature due to the growing importance of marketing in non-commercial sectors. 2024 sees the sixth edition of the event, being held for the first time in Brazil, organized by FUCAPE Business School and organized by researchers from CEMOS (Center for Marketing Studies for Social Organizations, see [www.cemos.com.br](http://www.cemos.com.br)). This initiative provides a productive meeting point to encourage collaborative research and foster cooperation projects at the international level, especially in Latin America.

Therefore, we invite researchers from marketing and related areas to submit their articles to the event in English, Portuguese, or Spanish, making valuable contributions to the field of Social Marketing. The topics to be covered at the event include:

- Value co-creation in non-profit organizations;
- Behavior of donors/sponsors of non-profit organizations;
- Behavior of clients/beneficiaries of non-profit organizations;
- Responsible consumption; Sustainable mining;
- Sustainable development and stakeholders;
- Circular economy, Social and Solidarity economy, Green economy;
- Business ethics;
- Management of non-profit organizations, Purpose-driven companies, B Corps;

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- Volunteer management, Fourth sector, Responsible ecosystems;
- Innovation and social entrepreneurship, Inclusive business;
- Artificial intelligence;
- Marketing of social causes (cause-related marketing);
- Marketing in cooperatives and business associations;
- Social marketing in public and/or private organizations, Green marketing
- Marketing perspectives in social organizations;
- Relations between public services and the third sector, Public marketing;
- Corporate social responsibility, Intersectoral alliances and public-private collaborations;
- Social marketing in collective health, Sustainable tourism;
- Other related topics.

The best articles will be selected for fast tracking in international and national scientific journals, whose editors will attend the event.

## Important dates:

03/11/2024	Submission open.
<del>06/30/2024</del> 07/15/2024	Submission deadline.
07/20/2024	Disclosure of results.
06/01 to 08/10/2024	Registration period.
08/14/2024	Disclosure of the detailed schedule.
09/04 to 09/07/2024	Dates of the event.

## Submission and information:

Detailed information regarding the submission procedures and the event can be found at <https://fucape.br/mktsocial2024/>

### Congress Co-chairs:

Prof. Dr. Emerson Wagner Mainardes – Fucape Business School

Prof. Dr. Roberto Fully – Fucape Business School

### Organizing committee:

Prof. Dr. Claudimar Pereira da Veiga – Dom Cabral Foundation

Prof. Dr. Lara Mendes Christ Bonella Sepulcri – Fucape Business School

Prof. Dr. Lucilaine Maria Pascuci – Federal University of Espírito Santo

Prof. Me. Rubia Bottacine Dalvi – Fucape Business School

Prof. Dr. Vitor Azzari Vieira – Fucape Business School

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