



13th IAPNM CONGRESS

Congress schedule

Thursday, June, 12th

9.00 - 10.00 Registration at Faculty of Economics (room 2)

10.00 - 10.30 Official congress opening (room 2)

10.30 - 12.00 Key note speakers: (room 2)

1. Rory Ridley Duff: THE FAIRSHARES MODEL: AN ETHICAL APPROACH TO SOCIAL ENTERPRISE DEVELOPMENT?
2. Gojko Bežovan: THE ROLE OF CIVIL SOCIETY IN WELFARE MIX DEVELOPMENT IN CROATIA

12.00 - 12.15 Erzsebet Csiby: Personalized learning with Pearson –publisher's presentation (room 2)

12.15 -13.30 Lunch (room 5)

13.30 -15.30 PARALELL SESSIONS:

SESSION A (ROOM 7): MARKETING AND MANAGEMENT ISSUES IN CULTURE AND CREATIVE INDUSTRIES

Chair: Mirna Leko Šimić

1. Sanja Pfeifer: CREATIVE INDUSTRIES: AN OVERVIEW OF THE KEY AREAS OF SCIENTIFIC FOCUS
2. Boris Jurič, Ivan Maloča, Robert Bodulić: CROATIAN IMAGE ANALYSIS THROUGH FILM INDUSTRY AS A MACROMARKETING TOOL

3. Mirna Leko Šimić, Helena Štimac, Martina Mikrut: THEATRE MARKETING: PERCEPTIONS AND BEHAVIOUR OF YOUNG AUDIENCES
4. Marisa R. Ferreira, João Sarmento: PERSPECTIVES OF THE INTERNAL PUBLIC IN A CULTURAL EVENT: THE CASE OF NOC NOC, GUIMARÃES – PORTUGAL
5. Ivanka Ferenčić Martinčić, Martina Ferenčić, Antonija Mandić: ROLE OF MARKET SEGMENTATION IN PUBLIC LIBRARY MANAGEMENT
6. Filip Cvitić, Mirna Leko Šimić, Jasna Horvat: GENESIS,VISUAL ATTRIBUTES AND CONTEMPORARY COMMUNICATION FEATURES OF THE ALPHABET

SESSION B (ROOM 10): CONSUMER BEHAVIOUR RELATED TO NONPROFIT AND SOCIAL ISSUES

Chair: Marija Ham

1. María Puelles, Ignacio Redondo: COULD THE ENVIRONMENTAL GAP BE RELATED TO OTHER HUMAN INCONSISTENCIES?
2. Jasmina Dlačić, Marija Pleše: CONSUMER MOTIVATION FOR CHARITY DONATIONS – HEALTH AS COMMUNICATION CAMPAIGN TARGET
3. M. Mercedes Galan – Ladero, Clementina Galera – Casquet: THE ROLE OF THE RETAILERS IN CAUSE-RELATED MARKETING. A REFERENCE TO THE SPANISH CASE
4. Marija Ham, Marina Jeger, Anita Frajman Ivković: THE ROLE OF SUBJECTIVE NORMS IN FORMING INTENTION TO PURCHASE GREEN FOOD
5. M. Mercedes Galan – Ladero, Clementina Galera – Casquet: IS THE CONSUMER ACTUALLY WILLING TO PAY MORE FOR A CAUSE-RELATED MARKETING (CRM) PRODUCT?
6. Noelia Castaño, Juan M. Rey, Martine Stead: DOES FOOD BRANDING INFLUENCE CHILDHOOD POPULATION SELF CONCEPT? INSIGHTS FROM A SOCIAL MARKETING PERSPECTIVE

15.30 - 16.00 COFFEE BREAK

16.00 - 17.30 PARALELL SESSIONS:

SESSION A (ROOM 7): MARKETING IN EDUCATION

Chair: Helena Štimac

1. Davorin Turkalj, Antun Biloš, Ivan Kelić: INFORMATION LITERACY AS A PRECONDITION FOR THE INTEGRATION OF CROATIAN FARMERS IN THE MODERN MARKET SYSTEM
2. Balazs Revesz ,Viktor Berki: SEGMENTS AND INFORMATION PREFERENCES OF APPLICANTS OF HIGHER EDUCATION
3. Drago Cepanec, Dijana Vuković, Mirna Varlandy-Supek: LIFELONG EDUCATION, INTELLECTUAL CAPITAL AND SOURCE OF CROATIA'S COMPETITIVENESS
4. Beáta Kincsesné Vajda, Éva Málovics, Gergely Farkas: STUDENT EVALUATIONS OF TRAINING AND LECTURE COURSES: A VALIDATION OF THE EDUQUAL METHOD

SESSION B (ROOM 10): BRANDING AND DESTINATION MARKETING

Chair: Gabor Rekettye

1. Walter Wymer: NONPROFIT BRAND STRENGTH'S MEDIATIONAL ROLE
2. Gábor Rekettye, Gyöngyi Pozsgai: UNIVERSITY AND PLACE BRANDING — THE CASE OF UNIVERSITIES LOCATED IN ECC (EUROPEAN CAPITAL OF CULTURE) CITIES
3. Dubravko Blaće, Boris Jurič, Gordana Ćorić: BRANDING THE CITY OF ŠIBENIK AS A SUSTAINABLE TOURIST DESTINATION USING SOCIAL NETWORKS
4. Branimir Dukić, Stojanka Dukić, Biserka Vištica: A MODEL FOR ESTABLISHING AND DEVELOPING RELATIONSHIPS WITH VISITORS OF THE KOPAČKI RIT NATURE PARK BASED ON MOBILE TECHNOLOGIES
5. Nataša Drvenkar, Mario Banožić, Dražen Živić: DEVELOPMENT OF MEMORIAL TOURISM IN VUKOVAR-SRIJEM COUNTY - POSSIBILITIES AND RESTRICTIONS

19.30 - OFFICAL CONGRESS DINNER

BOAT RESTAURANT „GALIJA“

Friday, June 13th

10.00 - 14.00 Presentation of local nonprofit organizations and social enterprises (hall)

9.00 - 10.30 PARALELL SESSIONS:

SESSION A (ROOM 7): SOCIAL RESPONSIBILITY

Chair: Erzsebet Hetesi

1. Dolores Gallardo-Vázquez, M. Isabel Sanchez-Hernandez, Francisca Castilla Polo: QUALITATIVE RESEARCH AS A PATH TO PROPERLY PERFORM A QUANTITATIVE RESEARCH IN COOPERATIVE SOCIAL RESPONSIBILITY
2. José Luis Vázquez, Ana Lanero, María Purificación García, Pablo Gutiérrez: RECONSIDERING THE EFFECT OF CORPORATE SOCIAL RESPONSIBILITY ON CONSUMER BEHAVIOR. IS IT WIDESPREAD THROUGHOUT PRODUCTS AND SERVICES?
3. Bruno Grbac , Duško Radulović ,Anita Klanac: MARKETING OF ENERGY SOCIAL RESPONSIBILITY: EXPLORING THE CUSTOMER SATISFACTION
4. Jasmina ILICIC, Stacey BAXTER: CELANTHROPY: INVESTIGATING CONSUMER PERCEPTIONS OF CELEBRITY SOCIAL RESPONSIBILITY ON NONPROFIT ORGANIZATION EVALUATIONS

SESSION B (ROOM 10): MARKETING IN HEALTH SECTOR

Chair: Jasmina Dlačić

1. Suzana Marković, Dina Lončarić, Damir Lončarić: SERVICE QUALITY AND CUSTOMER SATISFACTION IN THE HEALTH CARE INDUSTRY - TOWARDS HEALTH TOURISM MARKET
2. Klára Kazár, Beáta Kincsesné Vajda: LINKING COMMUNICATION ASPECTS OF CARE TO PATIENT COMPLIANCE AND PERCEIVED QUALITY
3. Marija Šepac, Ivana First Komen, Maja Vujičić: INFLUENCE OF MUSIC ON EMOTIONS AND PERCEPTIONS OF A HEALTHCARE INSTITUTIONS QUALITY
4. Tim Crowley, Maurice Murphy: SKIN CANCER – EDUCATION AND PREVENTION : THE ROLE OF SOCIAL MARKETING
5. Maurice Codourey: THE PUSHED GOSSIP PRINCIPLE OF HEALTHCARE MARKETING IN ZURICH

10.30 - 11.00 COFFEE BREAK

11.00 - 13.00 PARALELL SESSIONS

SESSION A (ROOM 7): SOCIAL RESPONSIBILITY

Chair: Ana Lanero

1. José Luis Vázquez, Carlota L. Aza, Ana Lanero: STUDENTS' EXPERIENCES OF UNIVERSITY SOCIAL RESPONSIBILITY AND PERCEPTIONS OF SATISFACTION AND QUALITY OF SERVICE
2. Julia Perić, Anamarija Delić: DEVELOPMENT OF SOCIAL ENTREPRENEURSHIP - AN IMPORTANT PART OF SOCIAL RESPONSIBILITY OF UNIVERSITY
3. José Manuel García-Gallego, Antonio Chamorro-Mera, María Jesús Barroso-Méndez: SOCIAL ACTIVITIES CARRIED OUT BY FINANCIAL INSTITUTIONS AND THEIR INFLUENCE IN THE CUSTOMER PREFERENCE STRUCTURE
4. M. Isabel Sanchez-Hernandez, Dolores Gallardo-Vazquez: THE INTERNAL SIDE OF CORPORATE SOCIAL RESPONSIBILITY: AN EXPLORATORY FACTOR ANALYSIS

SESSION B (ROOM 10): INTERNAL MARKETING, COMMUNICATION AND EFFECTIVENESS IN PUBLIC, SOCIAL AND NONPROFIT SECTOR

Chair: Arminda do Paço

1. Pavel Bachmann, Jiří Haviger: THE MISSION OF NONPROFIT ORGANIZATIONS PUBLISHED ON THE WEB: ASPECTS OF THE AVAILABILITY, LOCATION, FOCUS, SCOPE AND CLARITY
2. Marisa R. Ferreira, João F. Proença: STRATEGIC PLANNING AND ORGANIZATIONAL EFFECTIVENESS IN SOCIAL SERVICE ORGANIZATIONS IN PORTUGAL
3. Emerson Wagner Maindares, Alexandre dos Santos Cerqueira: MEASURING THE INTERNAL-MARKET ORIENTATION IN THE PUBLIC SECTOR
4. Helena Alves , Arminda do Paço, Carla Roberto: THE INFLUENCE OF INTERNAL MARKETING ON ORGANIZATIONAL COMMITMENT – THE EVIDENCE FROM CARE INSTITUTIONS FOR THE ELDERLY

13.00 - 14.30 LUNCH (ROOM 5)

14.30 - 16.30 PARALELL SESSIONS

SESSION A (ROOM 7): CIVIC ENGAGEMENT AND VOLUNTARISM

Chair : Julia Perić

1. Erzsebet Hetesi , Andrea Csovcics: WHAT ARE THE INDIVIDUAL AND ORGANIZATIONAL MOTIVATIONS FOR VOLUNTEERING?
2. Irena Ograjenšek, Andrea Cirman: INTERNAL CITY MARKETING: POSITIVE ACTIVATION OF INHABITANTS THROUGH SUPPORTED VOLUNTARISM
3. José Luis Vázquez, Ana Lanero, Pablo Gutiérrez, María Purificación García: CIVIC ENGAGEMENT PROFILES AND YOUTH MEMBERSHIP IN ASSOCIATIONS. IMPLICATIONS FOR MARKETING IN THE NONPROFIT SECTOR
4. Araceli Galiano Coronil, Pablo Muñoz Viquillón: STUDY OF THE INFLUENCE OF COMMITMENT IN SOCIAL MARKETING

SESSION B (ROOM 10): NONPROFIT MARKETING IN SPECIFIC SETTINGS

Chair: Helena Alves

1. Marton Vilmanyi, Peter Kovacs: EXAMINATION OF COLLABORATIONS BETWEEN UNIVERSITIES AND COMPANIES
2. Renata Trischler, Marijana Bošnjak: MARKETING PERSPECTIVES ON ACTIVITIES OF ORGANISATIONS OF NATIONAL MINORITIES OF CROATIA: MARKET ORIENTATION AS STRATEGIC DECISION
3. Branislav Šutić, Vlatka Ružić, Danica Vukelić: SUSTAINABLE MARKETING POLITICS IN PROTECTED AREAS: HOW DOES PLITVICE LAKES NATIONAL PARK DEAL WITH (UN)SUSTAINABLE MARKETING ACTIVITIES?
4. Branimir Dukić, Stojanka Dukić, Ivan Ružić: A MODEL FOR IMPLEMENTING MARKETING IN RELIGIOUS ORGANISATIONS IN A VIRTUAL ENVIRONMENT

16.30 - 17.00 COFFEE BREAK

17.00 - 18.00 IAPNM GENERAL ASSEMBLY

18.00 - 19.30 OSIJEK CITY TOUR

Saturday, June 14th

9.00 EXCURSION TO BARANJA

- visit and boat ride in Kopački rit (<http://www.kopacki-rit.com/indexen.html>)
- wine cellar visit & vine tasting - Kovač, Zmajevac
- visit to regional winery museum, Zmajevac
- lunch at „Baranjska kuća“ in ethno-village Karanac (local specialities fish/meat) and visit of the „Once upon a time street“ (<http://www.baranjska-kuca.coM>)
- return to Osijek around 4 p.m.