

**FACULTY OF BUSINESS AND ECONOMICS  
UNIVERSITY OF PANNONIA**

# **Pannon Management Review**

**EDITOR:  
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## PANNON MANAGEMENT REVIEW

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ZOLTÁN VERES

**EDITORIAL: CULTURAL VALUES  
IN NONBUSINESS MARKETING**

**22<sup>ND</sup> INTERNATIONAL CONGRESS ON PUBLIC  
AND NONPROFIT MARKETING**

**University of Pannonia, Veszprem, Hungary**

**5<sup>th</sup> -7<sup>th</sup> July 2023**

Dear Reader,

In 2023 the University of Pannonia, Faculty of Business and Economics hosted the international representatives of the nonbusiness – public and nonprofit – marketing research. The 2023 congress on one hand continued the more than 20-year-old tradition of the IAPNM, and on the other hand it integrated into the Veszprem-Balaton 2023 European Capital of Culture programme series. ECoC and nonbusiness marketing are interconnected in several threads. We can think, for example, of the marketing of cultural activities, which is detached from the for-profit sphere in many areas, but the ECoC programme itself carries a lot of nonbusiness content, such as the community building, contributing to the connection of fragmented social strata; the volunteering, by involving the community to help residents of the region to gain new experiences; the tradition, supporting project development with the awareness of local cultural values; the innovation, stimulating cultural demand in the area; and the sustainability, by implementing developments in the long-term environmental interest of the region.

Choosing ECoC as the focus of the congress, all thoughts on marketing culture were welcomed. And, of course, culture in its broadest sense. This includes the marketing of cultural products that are not purely for-profit at one end of the scale, up to the protection of the cultural traditions of a region, for example, through public support for tourism. And, of course, in addition to the congress's theme note, we welcomed the presentation of any research findings that would help us better understand how public and non-profit actors work, and even their collaboration with the for-profit sphere for positive social goals. At the congress in Veszprem, we got closer to a better understanding of the mechanism of action of nonbusiness marketing through exciting track discussions, getting to know the empirical results of fellow researchers.

Beyond its significance, the congress was a festive event for us, as the young Faculty of Business and Economics of the University of Pannonia in Veszprem is going to celebrate the

20-year anniversary of its foundation in 2023. Together with the representatives of marketing education, marketing research and the marketing profession attending the congress in the City of Queens, Veszprem we could make the 22nd IAPNM Congress a successful and memorable event.

Thanks to everyone for that.

**Zoltan Veres**

Chair of the Organizing Committee

Head of Research Centre

University of Pannonia, Faculty of Business and Economics

Veszprém

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## THE DILEMMA BETWEEN OMNI-CULTURAL VERSUS MONO-CULTURAL BRANDING IN MULTICULTURAL ENGLISH TOWNS: IS APPEALING TO 'ALL' MORE EFFECTIVE THAN APPEALING TO 'ONE'?

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### **Purpose and design**

The purpose of this conference paper is to present a systematic literature review and a theoretical framework to explain the effectiveness of omni-cultural versus monocultural place branding in attracting visitors to multicultural cities and towns in England. The purpose is to examine the role of individual's multiculturalism, perceived cultural self-congruence and the need for cognitive closure in the decision to regularly visit a multicultural town centre. This study aims to answer the question of "How to attract a range of monocultural and multicultural citizens to visit a town centre in diverse, multicultural towns and cities in England?" When faced with culturally and ethnically diverse city populations, should towns follow the omni-cultural orientation or mono-cultural orientation when targeting individuals in communication campaigns?

### **Originality**

Town centres in English cities and towns have been facing several challenges due to the changing retail landscape and shopping habits impacted by online commerce. These challenges are exacerbated in cities and towns that are multicultural, such as Luton, Slough, Birmingham, or Leicester, in which the white British are now a minority and other ethnic and cultural groups have become the majority. For example, Luton, a town in South East of England has a population of approx. 200,000 people of which 31% are White British, 15% are a mix of other White, and 54% are non-White including 37% Asian (Pakistani, Bangladeshi, Indian and other mixed Asian); 14% are Black and Black British. Therefore, such towns are inhabited by large groups of citizens who were born in England to immigrant parents from a range of cultures and religions, and by first-generation immigrants from a wide range of cultures. Such demographic composition presents exciting cultural and business opportunities but also poses challenges due to a range of factors. Some of those cultures are similar to English culture and therefore blending of cultures is relatively easy; other cultures are dissimilar and present challenges in how they

are represented and attracted to the town centre. Such demographic composition of towns may change the way residents and visitors interact with a town. For those multicultural towns, attracting town centre visitors is and will be a challenge. This paper focuses on shedding light on how to brand multicultural town centres to both residents and visitors.

**Keywords:** Cultural, branding Cultural diversity, Cultural self-congruence, Individual multiculturalism, Need for cognitive closure.

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# A QUALITATIVE EXPLORATION INTO YOUNG ADULTS' ATTITUDES TOWARDS TESTIMONIAL FEAR APPEAL ADVERTISEMENTS TAILORED AGAINST MARIJUANA CONSUMPTION

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With the decriminalization of marijuana in South Africa for private recreational use, there is the challenge of its abuse among young adults. Will fear appeal advertisements (ads) help social marketers effectively curb this problem? This qualitative paper is the first phase in an exploratory sequential mixed methods design study which seeks to explore how testimonial fear appeal ads in the form of film and animation, and type of threat would influence behavioural intention with regard to marijuana consumption. In nine focus group discussions conducted among undergraduate students at a university in Cape Town, the behaviours and attitudes of users and non-users of recreational marijuana were explored. Sixteen fear appeal ads were also evaluated to determine the experimental stimuli for Phase 2; a between-subjects post-test only 2 x 2 factorial design. Using an inductive reasoning approach, usage, access, education and advertisement testing were themes discovered across all groups. Findings suggest that university students would prefer messages that depict both the pros and cons of marijuana consumption in order for them to make informed judgements. Nevertheless, findings from Phase 1 will be integrated into Phase 2 whereby the effectiveness of selected ads on behavioural intention would be determined quantitatively.

**Keywords:** Social marketing, Fear appeal, Marijuana, Testimonials.



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## MARKETING OF CULTURE

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### **Purpose**

The purpose of the present paper is to understand the process of crisis communication and sales during the crisis period in the contemporary art market.

The aim of this paper is to briefly describe the topic and to introduce and clarify concepts related to the topic, to formulate possible hypotheses for the research area, and to introduce the topic to an extensive research conducted in the future, which is aimed at the joint investigation of art market movements and the areas of marketing. In what has just been formulated, we would like to summarize the relevant literature, which establishes the hypotheses and provides a deeper insight into the topic. In addition, it explores the literature of art marketing and classical marketing.

### **Methodology**

The methodology of the research is the foundation of the primary investigations, the review of the literature in Hungarian-English-Slovak-Turkish, and the processing of the data and information extracted from them. In addition to the systematic processing of the literature, the framework of the research is the preparation of the questionnaire, then the processing and communication of the data. If possible, conducting in-depth interviews on the topic with the owners of galleries in the countryside and the capital and preparing qualitative studies. From the research, we would like to set up hypotheses that serve the purpose of future extensive research and provide an answer to the market development of associations closely related to contemporary art. Of further interest is the impact of the pandemic period and the Russo-Ukrainian war on sales demands, and observing stylistic changes and demonstrating their indirect impact on the contemporary art market. The practical aspect of the research is to provide a comparative analysis of the contemporary art market before the pandemic and the Russo-Ukrainian war, and on a scientific basis. Its social significance is that it provides lay people interested in culture and contemporary art with a clue for an easier understanding of the movement of capital flowing into culture.

**Originality**

The originality of the investigation is the discovery of correlations, possibly the establishment of a logical cause-and-effect relationship, which also extends to pre-crisis and current consumer habits, the sales area and the stimulation of consumption in the contemporary art market. The main limiting factors of the research include the rapid transformation typical of the contemporary art market, the rapid appearance and disappearance of new sales and style trends, and the understanding and systematization of market movements resulting from un-traceable sales transactions.

**Keywords:** contemporary art market, transaction, marketing in arts, gallery owner, culture.



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# CAUSE-RELATED MARKETING: UNDERSTANDING THE EVOLUTION AND APPLICATION OF THE CONCEPT. A SYSTEMATIC LITERATURE REVIEW

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The evolution of marketing strategies over the last forty years, has become something instigating and in effervescence, and cause-related marketing, since its conception has been growing in studies and interest in the approach, as something important under the contemporary optics of corporate social responsibility and with active participation of consumers.

## **Objective**

This paper aims to carry out a systematic review of the literature on Cause Related Marketing (CRM), since its genesis, in academia, in 1988, until 2022.

## **Design/Methodology/Approach**

The research will be made from the WOS (Web of Science) database with publications in English, of the scientific article type, with the keywords: “marketing with cause” and “cause-related marketing”, published and available electronically. As main methods, bibliometric and content analysis, will be used, selecting from the keywords 241 related articles in this period.

## **Conclusions**

The work, is in progress, and seeks to contribute to the advancement and application of social responsibility studies, from the perspective of cause marketing, organizing and compiling the discussions and academic research throughout this historical period.

## **Originality**

This work brings an important and original approach to cause marketing studies and to academia, in that it relates the various conceptions and discussions of the application of cause marketing, from a wide variety of authors, related fields, and economic, social, and consumer behavior contexts.

**Keywords:** cause-related marketing, corporate social responsibility, systematic literature review, bibliometric analysis, content analysis



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# THE ROLE OF RELIGIOSITY IN SHAPING CONSUMER ATTITUDES TOWARDS CAUSE-RELATED MARKETING IN THE ASIAN MARKET: EVIDENCE FROM PAKISTAN

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## **Purpose**

This study aimed to investigate if religiosity can influence consumer attitudes towards Cause-Related Marketing (CRM) in the Asian market, with a specific focus on Pakistan.

## **Design/Methodology/Approach**

The methodology used in this study was quantitative, employing an online questionnaire to collect data from a convenience sampling.

## **Findings**

This study's findings revealed that religiosity significantly influences consumer attitudes towards CRM in this Asian market. Specifically, religiosity was identified as a critical antecedent that shapes consumer attitudes towards CRM. While the study focused solely on religiosity as an antecedent, future research could explore other factors that contribute to attitudes towards CRM, thus providing a more comprehensive understanding of consumer behavior in the context of CRM.

The implications of this study are significant for managers seeking to make informed decisions regarding their companies' corporate social responsibility policies and campaigns. Specifically, the study's findings suggest that companies operating in Pakistan should consider the influence of consumer religiosity when developing and implementing CRM campaigns. As a result of the findings, companies operating in this Asian market should take into account the influence of consumer religiosity when crafting and implementing CRM campaigns. This approach would enable firms to customize their campaigns to align with the preferences of their intended audience, which would result in a more efficient fulfillment of their CSR objectives.

## **Originality**

This study's originality lies in its investigation of the influence of religiosity on CRM attitudes in the Asian market, particularly in Pakistan.

Religiosity is a variable that has not been sufficiently studied in the field of CRM. Even less so in the specific case of Pakistan. For this reason, this study aims to contribute to the literature on this variable and its influence on CRM by studying the case of a developing Asian Muslim country.

**Keywords:** Cause-Related Marketing (CRM), Religiosity, Attitude toward CRM, Pakistan.

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## THE IMPACT OF AUTHENTICITY ON VISITORS' NOSTALGIA AND BEHAVIOURAL INTENTIONS IN A HERITAGE MUSEUM

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This study examines the impact of authenticity on visitors' feelings of nostalgia, memorability, and behavioural intentions in the context of heritage museums.

Authenticity is studied from two perspectives: object-based authenticity and experience-oriented authenticity. Objective authenticity refers to the accuracy, truth, and genuineness of physical objects included in the museum. Existential authenticity is a sense of connection with the local history generated by individuals' immersion in the visited heritage. Nostalgia refers to a longing for past times, activities, places, and people. People are more likely to experience nostalgic emotions at a heritage site when they perceive authenticity in it.

An empirical research based on a sample of current visitors is carried out in San Juan de Dios Archive-Museum, a cultural center of the Hospital Order in Granada (Spain). The archive main purpose is to ensure awareness and preservation of cultural heritage. Testing hypotheses by means of structural equation modelling with SMART-PLS 4 will reveal positive relationships between these variables and will suggest managerial recommendations to foster museum's authenticity and, ultimately, visitors patronage.

**Keywords:** Museum, Authenticity, Nostalgia, Memorability, Behavioural intentions.



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## UNDERSTANDING RESISTANCE TOWARDS SUSTAINABLE VIRTUAL ASSISTANTS

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Virtual assistants like Siri, Alexa, Cortana, Google assistant and others can be used by both public and non-profit organizations to enhance their efficiency, productivity, and customer service. For instance, in the public sector, virtual assistants can help government agencies provide quick and accurate information to citizens, answer frequently asked questions, and provide assistance with government services. Citizens are becoming increasingly familiar with virtual assistants. Virtual assistants can also provide sustainable services in various ways like energy efficiency by controlling smart home devices such as thermostats, lights, and appliances, waste reduction by reminding users to properly dispose of items, and sustainable consumption by providing information about sustainable products and services. Nonetheless, many consumers resist implementing innovations despite some of them being commonly desirable or even necessary. For the past few decades, theory and practice have been trying to identify the principal barriers that create consumer resistance to innovation as well as designing marketing strategies striving to overcome such barriers.

This research aims to explore the determinants of consumer resistance to virtual assistants. Based on the existing literature, the study hypothesized that several product characteristics (complexity, perceived risk, relative advantage) as well as consumer characteristics (self-efficacy, emotional reaction, tradition barrier), along with demographics (gender, age, education) have an influence on the negative consumer approach towards using virtual assistants.

The hypotheses were tested based on quantitative data collected by an online questionnaire distributed among consumers internationally (sample size=206). Multivariable analysis will reveal the main factors contributing to innovation resistance regarding virtual assistants and will provide relevant managerial recommendations.

**Keywords:** Resistance to Innovation, Technology Acceptance Theory, Virtual Assistant.





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# EFFECTIVE INTERNAL MARKETING IN CULTURAL EVENTS; BUILDING FROM THE INSIDE OUT

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## **Purpose**

There is no doubt that as charities have embraced the ethos and practice of marketing they have become increasingly sophisticated in their techniques to achieve their objectives. Nevertheless, there are several areas where research can help inform better and more effective practice. The internal marketing infrastructure is one such area, where a better understanding of the best way to organise resources for marketing, execute brand management, manage the internal brand and build a culture that underpins marketing orientation is both strategically important and challenging. Therefore, this paper focuses on internal marketing and branding in non-profits to better understand the relationship between internal marketing theory and perceived success operational practice in NPOs.

## **Originality**

Success for contemporary non-profit organisations in a competitive environment relies upon not just upon good marketing, but effective internal marketing is important to build a culture that underpins marketing orientation and maximises efficient use of marketing resources.

Internal marketing and the linked concept of internal branding form the conceptual basis but the challenges of internal branding are explored before linking to brand orientation, which can logically be argued to be a necessary precursor for internal branding to be effectively implemented. A positive and linear relationship between internal branding mechanisms (IBM) and employee brand-building behaviours (EBBB) was identified and assessed. EBBB refers to the concept of employees' actions determining a target audience's perceptions of the brand promise, which in turn enhances brand-building outcomes.

## **Design/Methodology**

In this paper, interviews with senior managers in a culturally based non-profit organisation explored this. An appropriate qualitative case study based methodology to generate rich data was therefore utilised. Challenges of internal marketing, brand orientation and the role of internal structure within a significant non-profit cultural event (a music festival) were explored

and findings broadly demonstrated how the discussed internal marketing and branding theory inform good practice. Implications for both theory and practice are suggested.

## **Findings**

This work clarified that organisations' investment in establishing brand orientation can underpin the development of structured external communication to help employees to articulate the organisational values and understand their roles within the organisation. This paper, in summary, contributed to the internal branding literature by enriching understanding of the extent to which the nature of the work environment affects internal branding

**Keywords:** Internal marketing, Internal branding, Marketing infrastructure, Branding, Employee branding.

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# NONCOMMUNICABLE DISEASES: A COSTLY THREAT TO GLOBAL HEALTH SUSTAINABILITY

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Health expenditure is a major burden for global governments and despite all concerns and actions, it keeps rising. Noncommunicable diseases (NCD) play a major role in this with great direct and indirect cost to countries finances. Through a Linear Regression, our study aims to analyse how Current Health Expenditure per Capita in thousands of US\$ (CHE), Access to electricity (% of population) (AE) and Age dependency ratio (% of working-age population) (ADR) may influence the Percentage of NCD deaths occurring under 70 years.

This study highlights potential courses of action where different healthcare systems and countries must act on, to develop policies targeted to fight the Percentage of NCD deaths occurring under 70 years. We conclude that it is specially negatively influenced by the CHE, AE and ADR. Our study contributes to reinforce governmental strategies and policies to fight this health and financial burden.

**Keywords:** Noncommunicable diseases, Healthcare costs, Health expenditure.



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## STABILITY AND RESTRUCTURING OF VALUES AND NORMS BETWEEN PARENTS AND THEIR UNIVERSITY STUDENT CHILDREN

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Socialisation plays a major role in the creation of human values, which are the most stable layer of culture. Norms are less stable and their range of influence is narrower. The primary research on which this study is based measured 275 pairs of parents and economic students in relation to their general values and some of their norms. It also examined which groups or concerns are the most preferred when it comes to sacrifice. By applying a new methodology, it is possible to classify potential values into groups of primary, secondary and „reverse” values. Research has sought to find and demonstrate correlations between changes in values and norms not only by age but also by family size and the size of the settlement of residence. There were no significant differences between parents and children in terms of sacrifice for certain groups, but there were significant differences in case of sacrifice for concerns. There was a degree of stability between the three groups of values, but also a certain amount of remarkable crossover. In terms of norms, family and residential background played the most significant role. The characteristics of the students’ actual values and norms, partly by adapting to them and partly by wanting to change them, are relevant for education.

**Keywords:** Values, Norms, Socialization, Education.



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## THE RELATIONSHIP BETWEEN NONPROFIT DENSITY AND SOCIOECONOMIC INDICATORS IN AN EMERGING COUNTRY

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In this study, we examine the relationship between the number of nonprofits from five different subfields in a municipality and its socioeconomic indicators using data from Brazil. The literature on nonprofit density is relevant in enhancing the understanding of the role of the nonprofit sector, evaluating its efficiency, and responding to the increasing demand for accountability. However, researchers have criticized the lack of sample representation in studies on this topic, which are mostly concentrated in large US cities. Using linear regression models, we show that Brazilian municipalities with better levels of development in terms of health and employment and income have a greater number of nonprofit organizations in their territory. Meanwhile, the level of development in terms of education tends to be negatively related to nonprofit density. Our results partially support interdependence theory by highlighting the availability of resources as an important driver of nonprofit density.

**Keywords:** Nonprofit density, Socioeconomic Indicators, Development.





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## AN ETHICAL PERSPECTIVE ON UNIVERSITY MARKETIZATION

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This study presents the results of an investigation into students' perceptions of academic ethics at a Romanian university. The research was part of a project which unfolded in 2022 regarding an assessment of online teaching during the Covid-19 pandemic. Data were collected between November 2022-January 2023 from a sample of N=539. The questionnaire concerned academic fraud, student ethical behaviour, the academic staff's ethical behaviour, and knowledge about the university's ethical code of academic research and integrity. The answers were assessed with quantitative methods by employing a descending Likert scale from 1 to 5. Overall, the replies indicate students' understanding of and agreement with the academic values, awareness of the university's formal ethical instruments (65,7%), and recognition of the academic staff's ethical behaviour (69,6%). Nevertheless, the figures point to the fact that the university's teaching and promotion of its ethical academic values, behaviours and instruments should be enhanced.

**Keywords:** University marketisation, Academic ethics, Public marketing, Student moral development.



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## NON-BUSINESS MARKETING AND AUTONOMIES IN SUSTAINABLE COMPETITIVENESS

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For more than two decades, we have been dealing with various development projects at individual – organizational – settlement – regional – macro and international level in Hungary and the European Union. From the beginning, we focused on managing the business and non-business factors of competitiveness in closed relationships with each other. Over time, the sustainability criteria became additional elements, in particular with the validation of the natural environment and social sustainability. Our results increasingly drew our attention to the fact that the issue of autonomy is closely related to development tasks aimed at sustainable competitiveness. Although competitiveness was classically interpreted in the business sphere, today and in the future it is a basic condition to consider the non-business dimension. In this process, approaches appear that, going far beyond economic capital, emphasize the role of social capital, human capital, natural capital, and the level of governance. And as an important element of social capital, human capital, and economic capital, the complicated system of different types and levels of autonomies, overlapping and interconnected, appears in the background at all levels. The strengthening of autonomies in development, coordination is impossible without intensive and complex non-business marketing that meets the challenges of the time.

In a very simplified way, we can state that without a developed system of autonomies, it is unfounded to talk about a competitive country, region, or settlement. Being in a knowledge economy and society, the same applies at the organizational and even individual level. The quality of human (knowledge) capital, social capital and innovation must be based on ensuring an adequate level of interdependent (interlocking) autonomies. Where from the individual level to the global level, the autonomy required for creative problem solutions and decision-making room must be guaranteed at every step. The two basic forms of autonomies are individual and collective autonomy, within this, decision and action autonomy. In each case, autonomy is defined by two types of barriers: external constraints and internal constraints. In the case of Hungary, we analyse this issue (based on multivariable statistical methods, like factor and cluster analysis) at the individual and local level (the situation of local autonomy), and at the national level (sustainable competitiveness of Hungary). Our analysis is based on the synthesis of the experiences of our specific development projects. The analyses was made at individual level on the characteristics of national cultures (cultural values), at the organizational and settlement and regional level on the characteristics of collective autonomy, at the macro-level and global level on the autonomy that appears within the framework of the rule of law, as well as on sovereignty and interdependencies.

All of this provides important help in responding to the great challenges of the 21st century, and draws attention to the importance of an extended interpretation of innovations, as well as to the importance of addressing our delays in organizational, non-business and social innovations in addition to technical innovations.

**Keywords:** non-business marketing, autonomy, sustainable competitiveness.

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# NEOLIBERAL ZEITGEIST VS. CULTURAL GENIUS LOCI IN TERRITORIAL MARKETING AND BRANDING IN POLAND

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## **Purpose**

The purpose of the considerations is to explore the messages designated by the Polish territorial units enclosed in visual and verbal messages used in the practise of territorial marketing and branding. The deliberations are the results of the research and the review of the literature, which show that, on the one hand, it is posited in the field literature to consider local culture, while the results of previous research reveal a tendency to build universal models of territorial brands.

## **Design/Methodology/Approach**

The semiotic analysis was used to analyse territorial brands in Poland. The following theoretical assumptions have been made:

1. Today, all brands are part of culture.
2. The place brands were analysed through the lenses of three Lacanian orders as ways of understanding the content of the brands practised.

## **Findings**

The interpretative framework for the brand names of the Polish LGUs is Sarmatianism as a traditional cultural background. A wider analysis of local (regional/national) cultural traditions will be a valuable input to the discussions about place branding practise.

## **Originality**

The mutual relationship between universal models and local peculiarities is discussed in the literature; however, these discussions are generally framed in western visions of political ideas (e.g., liberalism, conservatism, and so forth). A wider analysis of local (regional/national) cultural traditions will be a valuable input to the discussions about place branding practise. *Genius loci* is opposed to the *Zeitgeist*.

**Keywords:** Neoliberal Zeitgeist, Place branding and marketing, Polish Genius Loci, Brand culture.



# WHAT IF I KNOW THE BRAND – THE ROLE OF BRAND FAMILIARITY IN MITIGATING THE NEGATIVE EFFECT OF GREENWASHING

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Greenwashing is defined as “an inconsistency between environmental-related words and deeds.” (Gatti et al., 2021) and this inconsistency may damage brand image and leads to the negative attitudes of consumers (Parguel et al., 2011). Previous research demonstrated that greenwashing is negatively related to several outcomes including trust, brand credibility, and intention to revisit. Despite these research revealed the negative effect of greenwashing on the attitudes, the mechanisms to reduce this negative effect have not been adequately explored. To address this gap, this study aims to find out whether brand familiarity can mitigate the negative effect of brand skepticism derived from greenwashing claims.

## **Design/Methodology/Approach**

To test the moderating effect of brand familiarity between brand skepticism and purchase intention, this study conducted a 2x1 between subject factorial design with an online experiment where participants were randomly assigned to one of two different brand familiarity conditions (unfamiliar/familiar). Brand familiarity was manipulated with a scenario that described a shopping situation for a sports shoe brand.

First, the participants were exposed to the additional information about the greenwashing issue in the market that we embedded purposely to both conditions. Brand familiarity was manipulated by claiming that they see an advertisement of a best-known sports shoe brand that they also know well (familiar condition) or a not well-known brand that they have heard of for the first time (unfamiliar condition). The participants were told to imagine that they see an advertisement emphasizing this brand’s environmental-friendly strategies.

After reading the scenarios, the individuals were asked to complete a questionnaire consists of measures of brand skepticism, purchase intention, manipulation check items and demographics. A usable sample of 121 respondents were recruited from Prolific.

## **Findings**

PROCESS model 1 proposed by Hayes (2013) was used to examine if brand familiarity moderated the effect of brand skepticism on purchase intention. The results suggest that brand familiarity mitigates the negative effect of brand skepticism under greenwashing claims on pur-

chase intentions, that under familiar brand condition, the negative effect of brand skepticism on purchase intention is lower than the unfamiliar brand condition.

### **Originality**

Unlike previous research, this study explores a mechanism which reduces greenwashing effect. Besides, to the authors' knowledge, this is the first study testing the moderating effect of brand familiarity between brand skepticism and purchase intention.

**Keywords:** Greenwashing, Skepticism, Brand Familiarity, Moderation.



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# CO-CREATION BEHAVIOUR IN TRANSFORMATIVE SERVICES

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## **Purpose**

Transformative service research (TSR) represents research that focuses on creating “up-lifting changes” aimed at improving the lives of individuals, families, communities, society, and the ecosystem. In TSR literature some authors applied quality of life measures and more of them investigated well-being dimensions. In the healthcare service context, authors identified the categories of customer efforts in value creation activities which positively influence customers’ quality-of-life as well as satisfaction and behavioural intentions. This paper we explore the relationship between factors on customers’ co-creation behaviours and their consequences, namely perceived value, subjective quality of life, health, and happiness in case of health-related services. We suppose that different factors of participation and citizenship behaviours influence differently outcomes of health-related services. These services (sport services, wellness, fitness, and spa services) have positive health effect, but the supply is not provided by the health care system. This topic is a fruitful area in service research.

## **Design/Methodology/Approach**

In 2022 we conducted quantitative research. The target population was the population between the ages of 30 and 60, who took part in different health-related services. The applied sampling method was quota sampling, and the sample size was 463 respondents. First, factor analysis was conducted using validated scale to recognize the factors of customer’s behaviours in co-creation value of health-related services. Next, to determine the relationship between co-creation behaviours and its consequences we applied multiple regression analysis. To measure perceived value, quality of life and happiness the variables were adapted from extant international research.

## **Findings**

We can distinguish customers’ participation and citizenship behaviours in co-creation value of health-related services like previous international research. Our result show that there is a significant association between two factors from the customer’s participation behaviours (personal interaction, responsible behaviour), four factors from the customer’s citizenship behaviours (feedback, advocacy, helping, tolerance) and the perceived value of health-related services. Besides, we found that both participation behaviours (personal interaction, responsible behaviour, information sharing), and citizenship behaviours (feedback, advocacy) in co-crea-

tion value influenced subjective quality of life, perceived health, and happiness. This study is useful for supporting customer value-creating behaviours in health-related services.

### **Originality**

This topic has received less attention in Central and Eastern European countries. This paper contributes to the services literature by better understanding the mechanism of how there is a differential influence of customers behaviours in co-creation value on service outcomes.

**Keywords:** Health-related services, Co-creation Behaviour, Service outcomes.

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## ENHANCING SUSTAINABLE FESTIVALS: THE ROLE OF UNIVERSITY EDUCATION IN PREPARING FUTURE EVENT ORGANIZERS

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The event industry has been significantly impacted first by the COVID-19 pandemic then the economic and political uncertainties. Previous research has identified the primary challenges for event organizers as unpredictability, which leads to increased financial, human, and mental risks and burdens. However, some positive outcomes, such as the emergence of small-scale, family-friendly events and a focus on sustainable development, have been noted. This indicates that future festival management strategies need to be more adaptable to deal with uncertainty and reflect on the social-environmental dimensions of sustainability.

There is a growing demand for enhanced education and training for both festival organizers and visitors itself in which universities can play a pivotal role in preparing future festival organizers through various channels, including curriculum improvement, manuals, podcasts, or trainings, summer camps. This study aims to investigate the effectiveness of these educational channels in improving the knowledge and skills of festival organizers, drawing on case studies from the Veszprem-Balaton 2023 European Capital of Culture Region festivals.

A mixed-methods research was employed between 2020-2023, including a survey of 1133 festival attendees and 19 interviews with event management professionals. This findings indicate that curriculum enhancement and manuals are the most effective educational and communicational channels, followed by summer camps and podcasts. Moreover, the study reveals that practical experience and networking opportunities are crucial for festival organizers to develop their skills and knowledge.

These results suggest that curriculum enhancement should prioritize practical skills, such as risk management and sustainable event management. Manuals can offer practical guidance on specific aspects of event management, including health and safety, ticketing, and sponsorship. Summer camps can provide hands-on experience and networking opportunities, allowing festival organizers to develop practical skills and build relationships with industry professionals. While podcasts can be a useful tool for sharing information and best practices to a broader audience, but their effectiveness may be limited by their passive nature.

This study contributes to the literature on event management education, offering insights and practical recommendations for universities to effectively educate future festival organizers,

event-oriented participants and students. Additionally, the study highlights the importance of practical experience and networking opportunities for festival organizers in the development of their skills and knowledge.

In conclusion, this research holds implications for event management education, emphasizes the significance of sustainable development in the event industry and proposes future research directions exploring the role of universities in preparing future festival organizers for the challenges of the industry.

**Keywords:** Sustainable festivals, Event management education, Communicational channels, Role of the university.

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## BRIDGING CULTURES THROUGH HIGHER EDUCATION – A MULTINATIONAL EXPERIENCE

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Collaborative Online International Learning (COIL) is an opportunity to shape students' attitude. During the autumn semester of 2022 a collaboration between a US and Hungarian university was established with students from 15 different nations with a focus on international business negotiations. During the 6-weeks project, not only academic achievement was measured but improvement of cross-cultural skills as well.

### **Purpose**

The aim of the study is to build a model of the impact of the COIL course on the participants' self-image, cultural openness and their relationship with the international environment.

### **Methodology**

The research used three consecutive online questionnaires. The first questionnaire, prior to the start of the course, explored the participants' global competences, cultural openness, interest in international issues, expectations of the course and demographic characteristics. At the mid-term of the course, they reported on their commitment to the project assignment and project work, the relationship they had developed with group members, and their initial feedback on the course. At the end of the course, a questionnaire with the same content as the first questionnaire was completed in order to measure changes in the students' characteristics. Analyzing the data, PLS-SEM method was used, which is widely used in different areas of management, such as human resource management, marketing and strategic management, but also in the narrow research topic, several authors have used this statistical method. The growing popularity of the method is partly due to the fact that it allows the estimation of complex models on a small sample without imposing distributional constraints on the data.

### **Findings**

As a result of the analyses a model was created showing how self-description effects students interest about international issues, and how informed they are about related topics. Global competences, cultural openness and preliminary knowledge about international processes control expectations according to the international collaboration. The level of commitment and the quality of group performance during the project work modify the original characteristics of

participants, and as a conclusion, the collaborative online learning results higher level of understanding of the international environment.

### **Originality**

COIL, as a learning method is studied by many researches in different international environment, and questionnaire data were statistically analyzed. However, there is no study about the moderating role of variables mentioned in the design section.

**Keywords:** Collaborative learning, Hungary, Intercultural competence, Online collaboration.

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# COOKED CHICKPEA AS PARTIAL MEAT REPLACER OF A LAMB-MEAT, OLIVE-OIL EMULSION-TYPE SAUSAGE

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## **Purpose**

To prepare a reduced-meat cooked sausage resembling conventional hot dogs or frankfurters, reformulated with the addition of cooked chickpea as partial meat replacer. The reformulated sausage would show nutritional and sensorial similarity to conventional sausages to guarantee high nutritional quality and prevent rejection by usually meat product-eaters. The reformulation could be achieved by using appropriate technology intended for small-size meat facilities, and would reduce costs in sausage production, being usually meat the more expensive raw material. Due to reduced cost, high popularity, and potentially high nutritive value, this reformulated sausage could be suitable, as a matter of example, for non-profit organizations supplying meals to defeat hunger and malnutrition in young people.

## **Approach and methodology**

Partial meat reduction in cooked sausages by using plant-based high-protein food as meat extenders can be a rational approach to promote the reduction of meat consumption and reduce the cost of meat products. High-protein pulses can be used as candidate sausage ingredients to partially replace meat. In this study, an emulsion-type sausage containing lamb meat, cooked chickpea (7%) and olive oil (CPS) was compared with a control sausage (CONS) with no chickpea. CPS and CONS contained the same targeted levels of protein, starch and lipids. The intrinsic quality of sausages was assessed by determining weight loss, emulsion stability, colour and texture.

## **Findings**

As compared to CONS, CPS resulted in greater cooking losses, i.e. lower yield, and sausages with greater hardness and chewiness, while there was no effect on oxidation. Further

research is needed to adjust the formulation with functional components to improve yield and texture, and to assess the consumers acceptability using sensory analysis.

### **Originality**

The novelty of the current work is to state basis of further research on pulses as meat replacers to develop a high-quality vegetable oil-based meat-emulsion sausage product.

**Keywords:** meat extender, pulse, cooked sausage, sustainability, appropriate technology.



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## EXPLORING ASPECTS TO USE AND NON-USE OF M-HEALTH APPS BASED ON FOCUS GROUPS

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Worldwide numerous research on m-health applications have been conducted, and the results show that well-designed m-health applications can improve medication and reduce healthcare costs. According to previous studies nearly half of m-health app users abandon certain M-health apps for various reasons, like high data entry burden, loss of interest. These facts indicate the importance of good usability of mobile applications. The lifestyle apps, like fitness, nutrition, and meditation apps offer good ways for users to prevent from different diseases. The aim of our research is to explore the theoretical background and experiences of using lifestyle (LS) applications from a user perspective. This research aims to uncover the reasons for non-usage.

### **Design/Methodology/Approach**

To investigate the research objectives, four focus group interviews were used, which was conducted with the involvement of students studying recreation management. During the autumn semester of the academic year 2022/2023, 49 students participated in focus group interviews and one focus group out of four highlighted the experiences of users, and the other groups explored the opinions of non-users, and former users. Two following topics were analysed during the focus group interviews, (1) the participants' health behaviour and its changes, (2) their health awareness, (3) the use of LS applications, and (4) their experiences and evaluations of LS applications.

### **Findings**

The results of the focus group research pointed out that health and physical activity played an important role in the lives of subjects, but its form and level was different between men and women. Our results show there were milestones related to age and school stages in sports activities, and later the intrinsic motivation was more important than extrinsic one. The participants agreed that online information sources used for health management had not only positive but also negative sides. Sports and fitness apps were the most popular among participants, and online and offline reviews also contributed to the selection of the appropriate application.

Usefulness, functions, free access, and accuracy were the most important factors in evaluating of LS applications. Among the negative opinions disturbing advertisements, update -, and security problems. More of the subjects reported positive effects through improved physical and mental health, but the applications and smart devices were considered as complementary tools. Besides, we found that main reasons of non-usage were personal, technical and usability ones.

### **Originality**

This paper contributes to the services literature by understanding in detail the changes of health behaviour, motivation and experiences on mobile devices and LA apps.

**Keywords:** Health behaviour and awareness, Lifestyle apps, Focus groups, Motivation, Refusal of LS apps.

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# EXPLORING THE BENEFITS OF VOLUNTEER ENGAGEMENT IN NONPROFITS: A VALUE CO-CREATION PERSPECTIVE

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## **Purpose**

The current paper aims to explore the benefits of volunteer engagement in NPOs with the value co-creation perspective.

## **Methodology**

This study has an exploratory characteristic and adopts a qualitative research approach. There is no single way of conducting qualitative research. Accordingly, the general systematic of qualitative research has been followed. In-depth interviews were conducted with 15 volunteers having certain characteristics of research and greater knowledge on the subject, I reached with the purposive sampling technique. By doing this, semi-structured interview scripts including open-ended questions were utilized. All interviews lasted between 45 and 120 minutes and were tape-recorded and transcribed verbatim. Then, the data were analyzed by qualitative content analysis technique.

## **Findings**

Findings indicate that volunteer engagement provides three main benefits. First, volunteer engagement increases the loyalty of volunteers toward NPOs. Secondly, volunteers recommend NPOs to other people and ensure that new volunteers are involved in voluntary actions. Finally, volunteer engagement generates new ideas for the development of social service.

## **Originality**

The need for volunteers has recently increased with the increasing number of Nonprofit Organizations (NPOs), a downturn in the support of private businesses and government, and higher demand for social services. At this point, volunteer engagement defined as the extent to which volunteers psychologically, rather than physically, engage with their volunteer work is increasingly becoming vital for NPOs. The existing literature has focused on “engagement” by mostly considering customer engagement (in commercial contexts) occurring through an individual’s co-creative interactive experience with a focal engagement object. However, research is still in its infancy when it comes to non-commercial or nonprofit contexts where communities of passionately committed people voluntarily give their time and energy to an adhered

cause. On the other hand, this study focuses on volunteer engagement having a co-creative nature in the nonprofit context.

### **Theoretical and Practical Implications**

The study provides twofold contributions. On the theoretical fold, it contributes to the body of knowledge on value co-creation, a less well-known behavioral result of engagement. On the practical fold, it helps NPOs seeking to comprehend volunteer engagement and gain more knowledge on how to encourage co-creation among volunteers.

**Keywords:** Nonprofit Organizations, Volunteer Engagement, Value Co-Creation.

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## INVESTIGATING THE CORRELATION BETWEEN HAPPINESS, QUALITY OF LIFE, HEALTH AND LIVING CONDITIONS DETERMINANTS

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This study aims to assess the impact of the quality of life, health and living conditions indicators on the happiness of European Union countries' citizens based on the estimation of the models in which the happiness indicator will be a dependent variable. The used large-scale dataset was drawn from the Eurostat for the 27 Member States of the European Union in 2018. It includes information on the quality of life, health, living conditions, and happiness. The implementation of the objective required the use of multiple linear regression methods. Pearson's linear correlation coefficient was also used to study the relationship between quantitative variables – the happiness indicator and analysed independent variables. The research indicates a strong connection between happiness, quality of life, health and living conditions. Specifically, the study found a correlation with key indicators such as GDP, life expectancy, and the possibility of working from home. The regression analysis revealed that health and quality of life indicators do not significantly impact happiness, leading to the rejection of the initial hypotheses. Therefore, it can be concluded that factors related to the quality of life or health determinants alone are insufficient in determining happiness. At an academic level, the conducted research allowed us to determine the relationship between happiness and important variables characterising the quality of life. Finally, the estimated parameters of the linear regression models showed positive effects of quality of life, health and living conditions on the happiness of individuals in the European Union countries.

**Keywords:** Happiness, Quality of Life, Health, Living conditions.



## THE SOCIAL REPRESENTATION OF LOCAL FOOD AMONGST STUDENTS

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This research aims to investigate the understanding of local food among university students in Hungary. For this, the local food concept is examined with the social representation theory, applying a free association game. This study supports the understanding of the perception of local food in a more systematic way. With the games, 515 evoked words have been collected from 103 Hungarian university students in 2023 in the Veszprém, Hungary. Several indexes utilized in social psychology have been applied, like the order of evocation, polarity and neutrality, importance order, diversity and hapax; as well as general descriptive statistics. The perception of local food is positive, and describing concepts are often tastiness, health, and plant-based product-related. A traditional and heritage value is present in the associations, iconic products and Hungaricums are represented. Trust-related attributes are frequent and judged to be important. Besides frequency, importance and evocation order suggest that health, plant-based, trust and price are key expressions, adding new attributes to the already-existing understanding of consumer perception of local food products.

**Keywords:** Local food, Social Representation, Free association game, Awareness-raising, Short food supply chains.





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## **INTRAPRENEURSHIP AND CORPORATE SOCIAL RESPONSIBILITY – FUTURE PERSPECTIVES AND CHALLENGES**

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The evolution of Corporate Social Responsibility (CSR) is forcing companies to adopt a new business approach to improve competitiveness and productivity (Diaz-Perdomo et al., 2021). In his study, Huang (2022) concludes that there is a positive relationship between CSR and the intrapreneurial behaviour of employees and top management. This perspective is also corroborated by Giang and Dung (2022), who claim that internal CSR practices positively and significantly influence company performance through intrapreneurial behaviour. In this way, it is possible to state that CSR and the intrapreneurial behaviour of employees are important manifestations of effective organizational management. The tenacity of top management elements plays an important role in corporate entrepreneurial activity (Huang, 2022). Although awareness of CSR has increased significantly (Giang and Dung, 2002), research on intrapreneurship remains relatively scattered (Li et al., 2021), and the link between these two topics needs further investigation. In this sense, the objective of this article is to carry out a Systematic Literature Review, together with a bibliometric analysis, aiming to identify key research topics and systematically map the nature of scientific production from two perspectives: collaborators and members of the top management. Two databases were used for bibliographic research and collection of articles: Web of Science and SCOPUS. In total, articles with a period of 17 years (2006-2023) were identified. Two main bibliometric techniques were used in the analyses: co-occurrence analysis and bibliographic coupling. Initial results indicate that the largest number of articles were published between 2021 and 2023, *Frontiers in Psychology* emerged as the leading journal for publishing scientific and academic work in this area. Finally, it was found that empirical, quantitative studies were widely adopted as a research method. The originality of this study simultaneously lies in focusing on the perspective of employees and top management elements. In addition, through bibliographical research and the authors' knowledge, it is the first work of this nature on this

subject to be carried out. The conclusions are ground-breaking and provide guidance for future investigations.

**Keywords:** Systematic Literature Review, Bibliometric Analysis, Intrapreneurship, Corporate Social Responsibility

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## RELATIONSHIP BETWEEN IDEOLOGICAL PREJUDICES ABOUT PRIVATE ENTERPRISE AND CUSTOMERS' PERCEPTION OF SOCIAL RESPONSIBILITY: A STUDY IN PERU

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This work explores the impact of ideological biases about private enterprise as an economic actor on customers' perceptions of socially responsible behavior directed towards them, on an individual level. The aim is to answer the question: do these biases hinder or limit customers' ability to accurately perceive socially responsible behavior by their service providers towards them? Research on the relationship between perception of Corporate Social Responsibility (CSR) and consumer behavior has generally focused on the impact of this perception on issues such as corporate reputation, brand image, propensity to purchase certain brands, or customer loyalty. However, little research has been done on whether such perception is influenced by negative ideological biases that exist in contemporary societies about private enterprise as an economic actor. To answer this question, information was gathered from a database resulting from a survey of a representative sample of citizens in Peru (n=1524). The survey was conducted through in-person interviews in the participants' homes. The questionnaire included eight indicators of CSR practices directed towards customers and two indicators of ideological biases. The first eight indicators were used to evaluate customers' perception of the 13 service companies in Peru. These companies belong to four sectors: banking (4), department stores (3), hypermarkets (3), and telecommunications (3). The first eight indicators refer to different aspects of social responsibility towards customers. The indicators of ideological biases evaluate the degree of agreement with the following statements: 1) this company influences the government to create laws only for its benefit and 2) this company is more interested in making money than in offering a good quality product or service. Both sets of indicators were measured using five-point Likert scales.

Factor analysis and Cronbach's alpha were used to verify that the eight indicators represent a single dimension. Therefore, the construction of an index that measures the perception of CSR towards customers was validated, resulting from the combination of the eight indicators. Using ANOVA analysis, it was found that the correlation between perception of CSR towards customers and ideological biases is non-existent or very low. These results are important for companies because, if confirmed in further research, they would indicate that customers can identify their CSR practices towards them independently of their ideological biases about the company as an economic actor.

**Keywords:** Corporate Social Responsibility, Customers, Index, Ideological Prejudices, Peru.



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**THE CONCEPT OF CORPORATE SOCIAL  
RESPONSIBILITY TAUGHT IN LATIN AMERICAN  
UNIVERSITIES: AN ANALYSIS FROM THE PERSPECTIVE  
OF MANAGEMENT STUDENTS**

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The literature analysis on Corporate Social Responsibility reveals that no consensus exists on the definition of this concept. Therefore, it becomes necessary to inquire whether the

different ways of defining this concept exist in the education that students in management-related degree programs (such as administration, accounting, economics, marketing, etc.) receive. The importance of this issue arises from the fact that the theoretical education on Corporate Social Responsibility that these students receive will influence the attitude that the companies they will lead in the future adopt towards this important topic. The question can be answered from two different and complementary angles: by analyzing the content of the subjects' programs that include Corporate Social Responsibility or by studying how students in these degree programs interpret this concept. In this study, the second approach was chosen, studying the interpretation of university students in these degree programs in Latin American universities from 12 countries: Argentina, Bolivia, Chile, Colombia, Cuba, Ecuador, Mexico, Nicaragua, Panama, Peru, Uruguay, and Venezuela. A structured questionnaire was applied, which students self-completed through an online survey. The questionnaire contained a battery of 18 indicators on specific practices corresponding to three dimensions of social responsibility: internal, in the value chain, and towards the environment (community and environment). The way in which students interpret Corporate Social Responsibility was measured by their degree of agreement on whether these practices represent actions of Corporate Social Responsibility, for which a Likert scale was used. First, through factorial analysis and Cronbach's alpha, it was demonstrated that the indicators grouped into three factors, corresponding to each of the three dimensions. Then, through a test of difference in means, we analyzed whether a relationship exists between students' interpretation of social responsibility and a set of segmentation variables: country, gender, age, degree program they are taking, and other variables related to where they learned about this topic. We found that only a statistically significant difference exists in each of the three dimensions between students from different countries. Their opinion was independent of the other segmentation variables. These results suggest that the teaching of Corporate Social Responsibility presents important nuances between countries: some countries emphasize more than others the responsibilities towards employees, others focus more on the relationship with the environment, and others focus on the relationship of the company with the actors in its value chain.

**Keywords:** Corporate Social Responsibility, Students, Interpretation, Latin America, Undergraduate programs.

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## POSSIBILITIES OF THE CSR AND SOCIAL MARKETING IN THE HEALTH-CONSCIOUS LEISURE-TIME SPORTS

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### **Purpose**

The aim of the research was to investigate socially responsible marketing activities related to motivations for recreational sports and dietary supplement consumption. Besides affecting buyer behavior, the tasks of social communication in the market of sports consumption and dietary supplements can be interpreted on a wide spectrum. Namely the raw materials used, the packaging of the products, their traceability and transparency, and adequate information to the consumers. The manufacturing conditions and the environmental effects can form the basis of CSR communication. Education of consumers related to health preservation is a kind of social responsibility, which would lose its credibility without ethical communication. Traceability and transparency would be crucial in order to increase consumer confidence in the market of dietary supplement products.

### **Methodology**

In connection with the motivations for leisure-time sports consumption, the research material draws on the results of a previous research conducted by the authors. In the field research first an expert interview with the chair of the Hungarian Advertising Self Regulatory Organisation and of the nonprofit Platform for Diet, Physical Activity and Health has been conducted on the general situation of social marketing in Hungary. In a second phase focus group discussions have been conducted with members of the target population. The discussions were audio-recorded and subjected to qualitative content analysis. The social marketing aspect was formulated using the design thinking method based on the results of the FGDs.

### **Findings**

Based on the expert interview the picture emerged that typically a nonprofit organization can be the initiator of social communication, more and more often, advertising agencies are making some social marketing materials “pro bono”, as if to stand by the cause. This is how the agency carries out its CSR activities. Government organizations are expected to fund some so-

cial marketing campaigns to support good social causes, however it is less than necessary. The qualitative information from the interview and the FGDs shows that it would be forward-looking to encourage professional cooperation between manufacturers, representatives of science, professionals and actors of the public authority. Besides the creative design of the social marketing campaigns needs a careful fitting to the target population.

### **Originality**

There is no research antecedent in the studied topic.

### **Research limitations**

Lack of representative set of data makes it impossible to generalize the conclusions.

### **Practical implications**

Input for the creative social marketing design.

**Keywords:** Dietary supplements, Recreational sports, Motivations, Ethical communication, Social marketing.



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# THE IMPACT OF SOCIAL MEDIA STRATEGY ON THE INTERNATIONALISATION OF SMES AND SUSTAINABILITY

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The aim of this paper is to determine the impact of Social Media (SM) as a marketing strategy tool to sustainability to gain a new market in the process of internationalisation of small and medium firms (SMEs) that are key for job creation, social cohesion, source of income. Nowadays, firms are increasingly adopting and integrating social media to connect with stakeholders and share valuable information to be competitive. Sustainability can be defined as “the firm’s ability to achieve its goals and maintain consistency over a long period”. Moreover, sustainability is one of the essential criteria for attracting customers and stakeholders. By integrating social media usage into corporate marketing strategies, firms can foster good relationships with sustainability oriented customers. From a SMEs perspective, sustainability is comprised of accomplishing a balance between social, economic, and financial resources. Companies use marketing to increase interest in their services or reach new customers. Moreover, that implementing SM use in company strategy can help better business performance. Therefore, Social Media can help companies access a new international market.

**Keywords:** Social Media, Internationalisation of SMEs, Sustainability.



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## MARKETING CHALLENGES FACED BY NON-PROFIT ORGANIZATIONS IN EMERGING COUNTRIES: THE CASE OF TUNISIA

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There has been a drastic increase in the number of non-profit organizations (NPOs) worldwide. Not only, do these organizations contribute to economic development but also they foster leadership and engagement to improve the quality of life of others. Hence, their growth is key for local, regional, and national development.

Nevertheless, there is a lack of interest in literature regarding the management of NPOs and NGOs, especially in the marketing field. Indeed, the specificity of these organizations is witnessed through their social objectives, volunteering-based workforce, funding particularities and the different challenges they encounter. However, it is important for a non-profit organization not only to implement a marketing strategy, but also to adapt it to the particularities of its social objectives and differentiate it from the objectives of for-profit companies. In order to propose theoretical models adapted to these particularities, it is necessary to understand the challenges encountered by these organizations.

This study aims to identify the major challenges faced by non-profit organizations in emerging countries, focusing on the case of Tunisia. Emerging countries create more complexity for NGOs especially in Tunisia, post revolution context.

The empirical study followed a qualitative methodology using individual-semi-structured interviews in ten associations serving several fields, sizes, and based in different regions in Tunisia.

The results showed that associations faced several marketing and communication challenges that can be associated specifically to the Tunisian context but also to the nature of associations themselves (Who are the targets? What kind of message do NPOs want to deliver? Through which channel?...).

**Keywords:** Non-profit organization, Challenges, Marketing, Communication.



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# A HYBRID SEM-ANN-NCA APPROACH TO PREDICT THE FACTORS INFLUENCING CSR AUTHENTICITY AND CRM PURCHASE INTENTIONS: AN ATTRIBUTION THEORY PERSPECTIVE

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## **Purpose**

Cause-related marketing (CRM) initiatives, under the umbrella of corporate social responsibility (CSR), have become a strategic imperative for businesses and have deeply penetrated the promotional strategies undertaken by online retailers worldwide. For instance, Amazon.com under its CSR initiative, launched a different portal named 'AmazonSmile'. The consumer through this portal could make purchases which would result in 0.5 percent of the sales proceeds getting directly contributed to any charity that consumer selects. AmazonSmile foundation has donated almost \$377 million to charity via purchase-triggered donations made by regular Amazon users. Although it is widely acknowledged that consumers reward businesses based on CSR actions, a significant level of consumer scepticism exists among the online shoppers that inhibits the efficacy of digital CRM campaigns. Similarly, consumers have a propensity to examine CSR authenticity based on distinct cues which impacts the success of CRM investments. Authenticity has been associated with company culture and it has been established that the extent of alignment between CSR engagement and company's culture eventually impacts CSR authenticity. This research was undertaken due to limited ability of the prevailing CRM literature to directly examine the role of CSR motives as well as perceived CSR authenticity in influencing CRM purchase intentions.

## **Design/Methodology/Approach**

This study, anchored on attribution theory, focussed on the role of four CSR motives (value-driven, stakeholder-driven, strategic, and egoistic) on CSR authenticity. Furthermore, this

study attempted to examine the role of CSR motives and CSR authenticity on CRM purchase intention in the context of CRM-oriented online retailers. This study analysed the quantitative data sample of 624 online shoppers and established the predictors of CRM purchase intention for the first time in the emerging market context. Methodologically, this study employed the hybrid SEM-ANN-NCA (Structural Equation modelling-Artificial Neural Network-Necessary Condition Analysis) approach to establish a model's necessity logic and determine the key contextual predictors that impact CRM purchase intention from online retailer's perspective.

## **Findings**

The findings of ANN indicated that the normalized importance of the predictors of CRM purchase intention and found that CSR authenticity was the strongest predictor. Likewise, value-driven motive, stakeholder-driven motive and CSR authenticity were must-have factor during NCA to determine CRM purchase intention. These findings would offer an extensive knowledge of CSR authenticity and CRM purchase intention would possibly offer online retail businesses with a blueprint for implementing an effective CSR strategy and CRM promotional tactics. This results would provide valuable insights to practitioners, including advertising professionals, online retailers and NPO managers to design effective CRM campaigns.

## **Originality/value**

This study determined the normalized importance of predictors and necessity logic of model thereby proving that CSR motives impact CSR authenticity and further established the resultant impact on CRM purchase intention. Such information would be a crucial factor in effectively engage CRM consumers by devising promotions in a manner that would entirely resonate with them and thereby reduce consumer scepticism. Therefore, the findings would provide invaluable intelligence to online retailers for predicting CRM purchase intentions by CSR authenticity and CSR motives to proficiently oversee critical CRM decisions.

**Keywords:** Cause-related marketing, CSR authenticity, CRM purchase intention, CSR motives, attribution theory.

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## **SURGICAL AVERAGE LENGTH OF STAY, CASE MIX SURGICAL INDEX AND HOSPITAL BED CAPACITY AS PREDICTORS OF ACTIVITY IN A HOSPITAL UNIT**

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Health as faced, with the challenges of the last decade, an increase in costs. There is constant pressure to achieve maximum efficiency, with control of expenditure, ensuring the access of the population to health care, without neglecting the quality of these care. In Portugal, with the permanent implementation of health reforms to respond to the constant new challenges, it is essential to carry out more careful diagnoses, which include the clinical and economic aspects, considering the specificities of Hospital Units.

This study aims to define a model of surgical activity prediction in the Public Hospital Units in the Portuguese National Health Service, based on the Surgical Case Mix Index, Surgical Average Length of Stay and Hospital Bed Capacity.

A multiple linear regression was performed involving a sample of 41 Public Hospital Units. The results appoint to the existence of a correlation between the variables analyzed, and it is possible to find a statistically significant predictive model of surgical activity.

The correlation of Surgical Activity is strong with Hospital Bed Capacity or Surgical Case Mix Index, and moderate with Surgical Average Length of Stay.

**Keywords:** Surgical Activity, Average Length of Stay, Case Mix Index, Hospital Bed Capacity, Productivity.





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## ASSESMENT OF THE ECOLABELING IMPACT ON THE RESPONSE OF YOUNG CONSUMERS. DIFFERENTIAL ANALYSIS OF ENVIRONMENTAL SCIENCE DEGREE'S STUDENTS

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In the current market, we find many organic products that use ecolabels to identify themselves as such. When the consumer is faced with an ecolabel, they do not always receive the appropriate message, since the information in these can be part of what experts call greenwashing. In this research, the perceptions of the average consumer are analysed through a survey designed to assess knowledge of ecolabels and their impact on consumption habits. The survey is aimed at a young audience aged between 20-25 years. In addition, the differences between students of the Degree in Environmental Sciences who have not yet received specific training in this regard, and the general public are analysed. The results show that most surveyed do not know the terms „ecolabel” and „greenwashing”. In addition, they do not find them completely reliable or visible, with an average of around 3 out of 5, but they do consider that it is more sustainable to buy products with ecolabelling. The most resonant ecolabels among the surveyed are also the most reliable among them, although when compared with other studies, the results do not coincide. An international group is also analysed, where it is found that labels that work very well in some regions, do not work in the same way in others. Thus, in order to solve the problems encountered, a standardized and easy-to-understand label is proposed, of the traffic light type, which would be based on the carbon footprint model.

**Keywords:** Ecolabels, Greenwashing, Young people, Environmental science degree.



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## COOPERATIVE MODEL OF TOURISM DEVELOPMENT IN RURAL, SMALL-TOWN DESTINATIONS

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### **Purpose**

The aim of our study is to present the results of four empirical research, examining the specialities of developments in rural environment, involving a social marketing oriented cooperative model of tourism development, and the elaboration and analysis of practices related to concrete small-town (Szikszó) and regional (Abaúj) adaptations. Applying social marketing approach (Piskóti 2016), we have built upon slow philosophy (Osbaldiston 2013; Birkner et al 2017; Pécssek 2017), social innovation and competencies (Veresné-Kosziczky 2017; Sloan-Legrand-Simons-Kaufmann 2014; Máhr 2019), as well as networks and route-based development (Nagy 2013, 2019, 2020; Lourens 2007). The evaluation of the development practices of small-towns – with growing importance – their possibilities, presence of tourism in programs and plans is also highlighted (Piskóti-Marien-Papp-Nagy 2022).

### **Methodology, Approach**

We build upon primary results of

- small-town research – questionnaire survey among Hungarian small-towns with population between 5 000 and 20 000, about their settlement and tourism development practices, with relatively high (42%) response rate. We examined the conformity of reading, targeting and strategic intentions.
- Tourism product development research – among 70 Hungarian and 25 foreign experts, and 20 route managers of Cultural Routes of the Council of Europe, with questionnaire survey and structured interviews. This provided results in the fields of route development and cooperation in social value creation.
- Regarding the concrete small-town development and tourism creation results, interviews with inhabitants, entrepreneurs and experts helped in strategical planning and modelling.

- Survey in 2021 – to base the Abaúj tourism marketing strategy, which provided limited results because of the pandemic situation and its negative tourism effects, however these results well reflected the real situation.

## **Findings**

Our results are methodological on the one hand, and strategical on the other. We elaborated a slow-philosophical holistic small-town development model, which can give a frame to strategic steps and programs, integrates tourism development or -creation intentions. Furthermore, we present concrete initiations as best practices to similar regions, settlements: tourism creation in Szikszó for small-towns, slow – creative – local product-based route development for regions.

## **Originality**

The authors concentrate on small towns, which have positive opportunities and revaluing role in the transforming settlement system and were quite neglected both in professional and methodological fields. The study has a social marketing approach in supporting the settlement development, its marketing and integration of tourism into the model. This study is one of the first publications of the research team.

**Keywords:** Social marketing, Small-town development, Holistic strategic frame model, Slow-principle, Creative tourism development and creation.

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# THE EFFECT OF CULTURE DRIVERS ON CUSTOMER ENGAGEMENT IN INTERNATIONAL CAUSE-RELATED MARKETING

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## **Purpose**

There is increasing realisation that findings on the impact of cause-related marketing (CRM) on organisations' bottom lines must be more consistent in culturally different markets, just like other marketing strategies (La Ferle and 2012; Roy et al., 2018). Differences in crucial cultural antecedents, including individualism/collectivism, religious orientation and giving as a social norm, can present significant differences in consumer markets and give rise to a favourable or unfavourable perception of CRM. In the context of changing market environments due to digitalisation, globalisation, education, travel and exposure to global cultures, the purpose of this study is to replicate and extend prior studies in international CRM research (Kropp et al., 1999; Lavack & Kropp, 2003; Wang, 2014) by exploring the impact these antecedents on consumer engagement with an organisation's international CRM campaign.

## **Design/Methodology/Approach**

Using the culturally different markets of Nigeria and the United Kingdom (Hofstede, 2021), this study applies an experimental survey design to generate the data and a qualitative and quantitative approach to evaluate the data. Welch T-test and hierarchical multiple regression analysis are applied to understand the study hypotheses.

## **Findings**

The findings reveal the relevant roles of four personal-level cultural orientations on CRM engagement behaviour across markets. The findings highlight that the cultural context of a local market may differently determine the association of a cultural dimension and engagement with CRM. Generally, the pervasive social norm of money donating to support social causes and the intensity of religion/religiosity traits are more accessible to CRM engagement. Contrasting previous studies, the findings here show that individualistic and collectivistic mindsets across cultures support effective engagement with CRM. The results offer insightful and relevant implications to international marketers in developing persuasive advertising campaigns.

**Keywords:** Cause-related marketing, Consumer Engagement, Culture, Charity donating norm, Religion/Religiosity, Collectivism/Individualism.



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## THIRD MISSION OF UNIVERSITIES: RESPONSE TO THE GLOBAL CHALLENGES

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### **Purpose**

Beyond the traditional roles of teaching and research, higher education institutions have fundamental tasks in shaping the world due to their third mission. This missionary shift shown that the concentrated knowledge is essential for the development of the society. The changing world has brought the need to provide the higher education institutions adequate answers for the global societal challenges. Based on this urgent demand, the third mission become part of the daily tasks of the universities. These activities encompasses global and local responses of the universities to positively influence their environment and support the development of the society.

The purpose of the study is to explore the third mission activities of the universities. Specifically, it aims to investigate how these activities are carried out, in what forms they exist, and how they can address emerging global societal challenges. The study also examines the support activities that universities can perform and suggests strategic steps that they can take to promote sustainability. Additionally, the study explores the communication channels and methods that universities use to raise awareness among students and engage them.

### **Design/Methodology/Approach**

The study involves a broad literature review, in which the authors focus on the connection between the third missionary role of universities in the innovation ecosystem and highlight the power of communication in higher education. Based on the review, the authors formulate their own definition of the third mission and further analyze a specific case, the GreenLike program.

### **Findings**

The results of the study, including the literature review and case analysis, make it clear that the third mission of universities has been the subject of scientific investigation in many cases, and that universities have an essential role to play in addressing global societal challenges, as demonstrated through their statements, actions, and institutional goals.

## **Originality**

Based on the aim of the study, the research collects best practices of university third mission activities and provides guidelines and practical implications for higher education institutions to effectively manage communication. The research serves as a baseline for further evaluation of the third mission activities of higher education institutions.

## **Acknowledgement**

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**Keywords:** University, Third mission, Social, Innovation, Challenge.



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## CONSIDERING OPEN INNOVATION ORIENTATION IN CITY MANAGEMENT

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Innovation orientation has been frequently studied in the field of strategic management without a real consensus. Most recent studies analysed organizational culture effect on innovation orientation, but authors proposed a collaborative perspective giving rise to the Open Innovation Orientation approach. In the context of cities, local organizations started to adopt this renewed orientation to drive their governance processes and collaborate with other cities in networking models to solve arising social problems, many of them more recently derived from financial crisis and covid-19 pandemic.

### **Purpose**

The purpose of this research is twofold. First, provide theoretical implications about Open Innovation Orientation, and, second, assess the impact of Open Innovation Orientation on Urban Social Innovation Capacity.

### **Methodology**

A mixed method research technique was used to conduct the present study. Authors interviewed 8 experts in urban social innovation during the 8th European Conference on Sustainable Cities and Towns to confirm the theoretical approach to the topics under consideration. In addition, an empirical research was performed to test the positive effect of Open Innovation Orientation on Urban Social Innovation Capacity. Data was collected using a formal structured questionnaire online distributed among Eurocities representatives. The response rate has been 47% with 93 valid questionnaires and data exploration followed covariance discriminant analysis using PLS.

### **Findings**

Results provide a direct positive effect of Open Innovation Orientation on Urban Social Innovation Capacity. Valid and reliable instruments to measure the constructs under research are provided.

## **Originality**

This paper seeks to expand the literature studying Open Innovation Orientation in the context of city networks. It theoretically develops the concept of Open Innovation Orientation as an updated approach for innovation orientation in organizations, and particularly in cities. Furthermore, it also contributes with the analysis and testing of the relation between Open Innovation Orientation and Urban Social Innovation Capacity modernizing the framework of Dynamic Capabilities Theory. This article proposes the conceptualization and operationalization of both Open Innovation Orientation and Urban Social Innovation Capacity as higher order formative constructs. This adds knowledge to the existing management literature that uses PLS technique as an analysis tool. Also, managerial implications are provided for social innovation city managers: previous constructs allow assessing and quantifying these variables to be utilized by local agents in decision making based on data rationality.

**Keywords:** Open Innovation Orientation, Urban Social Innovation Capacity, city management, city networks.

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# BARRIERS TO BECOMING, MAINTAINING, AND PUBLICLY PRACTICING VEGANISM: A QUALITATIVE ANALYSIS IN MIDDLE EASTERN COUNTRIES

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## **Background**

Behavioral science research on veganism has blossomed in the last decade. Veganism is a philosophy expressed in daily decisions to reject the exploitation of animals by humans, which translates to the anti-consumption of all kinds of products and services involved in the commodification of animals. Different segments of consumers have varied responses to this ethical, sustainable, and healthier lifestyle. Previous studies revealed that women, particularly those highly educated and younger, are more likely to become vegan. This may be because the meat is considered metaphorically masculine. Additionally, meat is associated with status, hierarchical dominance, and power. Consequently, it is unsurprising that in both western and eastern societies, veganism is considered a more “acceptable” alternative if the decision-maker is a woman. However, on the other hand, women confront a more significant pressure of judgment, especially since women may face different pressures and barriers in different geographical orientations. These cultural backgrounds make gender studies a significant and complex variable in behavioral inquiries of veganism discourse.

## **Methodology**

This study explores the barriers to becoming, maintaining, and publicly practicing veganism through an application of the Transtheoretical Model (TM). Two online focus groups composed of thirty middle eastern women each from Iran, Tajikistan, and Afghanistan were conducted in an online forum.

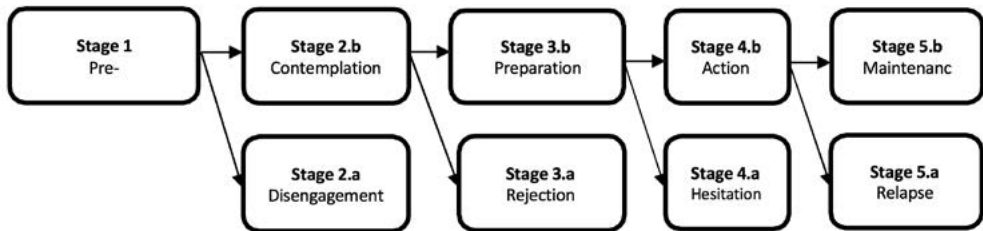
## **Results**

Three main categories of barriers to adopting, maintaining, and expressing veganism were identified: practical barriers, social barriers, and institutional barriers. Practical barriers were related to the inconvenience (1) inconvenience of food preparation, (2) lack of nutritional knowledge (3) low access to Persian language information regarding the balanced vegan life-

style, (4) lack of official vegan labels, and (4) inconsistent availability and (5) fluctuating affordability of vegan foods. Social barriers usually will be confronted in the stage of change when individuals show their vegan lifestyle-related activities. related to the lack of understanding and supportive relationships from their “significant? others”. And also, fear of judgment from others while avoiding animal-based foods in social gatherings was one of the main factors. Institutional barriers related to generalized and systematized resistance to veganism. Receiving the “eating disorder label” and addressing veganism as the main sources of different diseases that are confronted were mentioned repeatedly.

### Discussion

These three barriers seem related, especially in higher socio-economic classes. In this context, veganism by force was noticed and quoted by respondents with lower socio-economic means. Comparing the results of this study – the first study on veganism in middle eastern countries – with previous research [10-15], shows that the social barriers are the same. Still, their influencing power might be different in different regions. However, more research is needed to deepen our understanding of the correlation between individuals’ stages of change and barriers. Thus, considering the large size of the middle eastern countries’ population (around 450 million people) and their high consumption of animal food, more research is required (especially from quantitative methods) to generate more reliable results. Future research should also focus on understanding middle eastern men to generate a better understanding of gender differences regarding veganism.



**Keywords:** Veganism, The Transtheoretical Model (TM), Consumer behavior, Social marketing.

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# THE STAGES OF CHANGE IN THE VEGANISM JOURNEY: AN ABDUCTIVE APPROACH ON THE TRANSTHEORETICAL MODEL (TM) AND THE PRECAUTION ADOPTION PROCESS MODEL

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Consumer dietary behavior is of utmost importance in the modern era, considering its impact on the ecosystem and public health. The current food industry is a central driver of animal exploitation, climate change, and several diseases. Several organizations suggest following a vegan diet to address these issues. Yet the dietary shift is challenging, considering the roots of food choices in cultural values. Thus, this journey is still a novel phenomenon that deserves further academic study.

## Objectives

This study explores the cognitive, affective, evaluative, experiential, and behavioral processes that individuals may compromise through different stages in practicing and becoming vegan. The study draws on the Transtheoretical Model (TM) and the Precaution Adoption Process Model (PAPM), to provide a conceptual framework for the qualitative analysis.

## Methods

Race-to-face semi-structured interviews with consumers who practice veganism in France were conducted. The interviews intended to obtain detailed narratives about key transitional phases of the veganism adherence experience. In addition, the interviews were undertaken to understand how vegans navigate through different transitional phases and the kinds of barriers and enablers they may confront, given the predominantly hostile interactions originating from French gastronomy, as outlined earlier. The questionnaire consisted of open questions without restrictions on the length of answers.

## Results

This study contributes to the limited theory-driven empirical literature on veganism that studies the phenomena through a transformation approach. Noteworthy observations include

two new stages of change, namely, hesitation and relapse. The novel model that is proposed in this study, is referred to as The Transtheoretical Adoption and Avoidance Process Model (TAAPM). Future research can enhance the reliability and validity of the proposed theoretical framework through quantitative analysis. The private sector, governments, and academia can implement the preliminary results of this exploratory study to accelerate the transformation toward a sustainable food system. The findings of this research provide valuable academic and managerial implications for both academics and stakeholders in the food industry who aim to address the United Nations' SDGs through more ethical, sustainable, and healthier products and services.

**Keywords:** Veganism, The Transtheoretical Model (TM), The Precaution Adoption Process Model (PAPM), The Transtheoretical Adoption and Avoidance Process Model (TAAPM).

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## PRESENT AND FUTURE OF A PROMISED BIOSPHERE RESERVE IN SPAIN: THE TOURISM SUSTAINABILITY PLAN OF THE SIBERIA EXTREMEÑA

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In 2017, the government of the region of Extremadura (Spain), promoted the Green and Circular Economy Strategy 2030. The main goal of this ambitious strategy was to stimulate innovation, entrepreneurship, the generation of sustainable business initiatives, and the production of sustainable goods and services valuing the natural resources of the region. Nowadays, the region faces the challenge of transitioning from a linear economy to a circular economy, low in carbon and respectful of the conservation of heritage and environmental resources. And it does so from the involvement of the territory and the municipalities that make it up, to ensure that cities and human settlements are inclusive, safe, resilient, and sustainable in accordance with the SDG 11.

To contribute to the regional development, the territory called La Siberia received in 2020 the distinction of Biosphere Reserve by the UNESCO. This is granted to geographical areas of great value and conservation, in which a development plan is proposed that guarantees the sustainability and that at the same time implies an economic and social development of the territory.

### **Purpose**

The purpose of our work is to collect the main initiatives implemented for the development of the Tourism Sustainability Plan of La Siberia Biosphere Reserve (2021-2023) and to reflect on the present and future of the area. We will analyze their potential to transform the territory towards a social, economic, green, and circular model, based on sustainable, intelligent, and inclusive development.

### **Methodology**

Our approach is a descriptive research design, aiming to accurately identify the main characteristics of this case study of sustainable destination marketing.

## **Originality**

The originality of this work is that it presents Extremadura as benchmark for sustainable social and economic development.

## **Findings**

The findings show that the conservation of natural resources has become an essential source of innovation. The design of different actions have been capable of initiating a socio-economic transformation, consistent with a green and sustainable economy. The description of the specific objectives set out in the Tourism Sustainability Plan of La Siberia, and the achievements, allow us to present this case study as a sustainable, experiential tourist destination, optimizing the diversity of the tourist offer, and thus improving the regional competitiveness. For the near future, this territory will develop new proposals considering the collaboration between public and private institutions. Academia and society must be able to form collaborative spaces that facilitate the construction of entrepreneurial ecosystems that generate talent and face the new challenges.

**Keywords:** Biosphere reserve, Place Marketing, Regional Development, Tourism; Sustainability, Sustainability Plan, Extremadura, Spain.



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# THE EFFECTS ON CORPORATE REPUTATION OF PHILANTHROPY, CORPORATE SOCIAL IRRESPONSIBILITY, AND CUSTOMER VALUE ORIENTATION

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This study aimed to investigate whether philanthropy and customer-related corporate social irresponsibility influence the development of compliance, policies and rules, corporate image, and, indirectly, corporate reputation. We also aimed to verify whether the strategic orientation toward customer value influences compliance, image, and reputation. We proposed a structural model based on the literature, and a survey was carried out with 344 employees of large private companies using a questionnaire. We analyzed the data through structural equation modeling, with estimation by partial least squares. The results demonstrated that if a company invests in philanthropy and avoids cases of customer-related corporate social irresponsibility, it can stimulate the development of compliance. The adoption of compliance, combined with philanthropy, has the potential to impact the company's image directly and reputation indirectly. We also observed that customer value orientation tends to be reflected in compliance, image, and reputation. In this way, we concluded that investing in philanthropy, avoiding irresponsible acts, and guiding the company to propose value to customers can increase the reputation of a large company.

**Keywords:** Philanthropy, Customer-related corporate social irresponsibility, Compliance, Policies and rules, Corporate image, Corporate reputation, Customer value orientation.



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## NON-PROFIT ORGANIZATION BRAND AWARENESS: DOES IT IMPACT GENERATION Z PROSOCIAL BEHAVIOR?

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This research examines how brand familiarity with non-profit organizations (NPOs) affects various prosocial behaviours among generation Z. Respondents who participated in the study were 513 gen Z individuals from Croatia. They were given two surveys with identical sections, but different scenarios on each. The respondents were asked to imagine being reached by two organisations, one well-known (UNICEF) and the other made up (CAREFREE CHILDHOOD), asking them to engage in action against children's hunger by donating goods, money, or volunteering. The theory was tested using statistical methods such as frequency distribution, t-test, linear regression, and univariate and multivariate analysis. The research discovered that the intention to engage in prosocial activities is positively influenced by one's attitude toward nonprofit organizations as a crucial component in resolving social issues. The public did not, however, react more favorably to the non-profit's appeals and actions as a result of their familiarity and acknowledgment. The study also found no statistically significant differences in respondents' intentions to engage in different prosocial activities based on their awareness of NPOs, but it did find that respondents' intentions to volunteer their time rather than their financial resources were positively influenced by their awareness of NPOs.

**Keywords:** NPO brand awareness, prosocial behavior, generation Z, Croatia.



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## UNDERSTANDING CONSUMERS' GREEN CONSUMPTION BEHAVIOR THROUGH BUYING LOCAL

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Buying local is an important facet of sustainable consumption. This study seeks to understand the major determinants of local purchasing. We focus on the purchase of local products in light of the variables of the extended Theory of Planned Behavior: environmental concern, attitude, subjective norm, perceived behavioral control and purchase intention. A survey was applied to test the proposed research model.

Results show that the main factor influencing buying local intention is environmental concern, followed by attitude. Perceived behavioral control and subjective norm did not show a significant positive impact local purchasing intention. Findings also suggest that gender is relevant criteria for differentiation of local purchasing intention.

These findings contribute to designing better strategies for sustainable consumption and offer insights for different stakeholders and policy makers on how to stimulate buying local behavior as well as to add and enrich current research on the topic.

**Keywords:** Local purchasing, Sustainable consumption, Environmental concern, Theory of Planned behaviour.



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## HEALTHVERTISING IN NON-FOOD PACKAGING: A PANDORA BOX?

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This paper presents a literature review of health elements in non-food packaging and their effects on consumer behavior. Health promotion through packaging, labelled as healthvertising, uses communication techniques like symbols, colors, and messages to convey an image of health to consumers. While health halo effects are commonly associated with food packaging, this study examines their presence in non-food products like alcoholic beverages, tobacco, clothing, children's products, detergents, and beauty products. The review of every study reveals that health halo elements are present in a variety of non-food packaging, aiming at influencing consumers' perceptions of health or harm. For instance, the green or organic symbol on packaging can influence consumers to perceive their choice as healthier than an alternative product without these symbols. Similarly, the use of the word „light” or certain colors on tobacco packaging can convey a perception of less harm.

This study provides theoretical and managerial contributions by broadening the discussion of health halo effects beyond food packaging and highlighting the need for increased awareness of how packaging signals can impact consumer behavior. Ultimately, this study underscores the importance of social marketing approaches to promote public health and mitigate the potential negative effects of health halo elements in packaging.

**Keywords:** Healthvertising, Health halo effect, Non-food Packaging, Purchase behavior.





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# FINANCIAL AND VALUE-BASED REASONS FOR CAUSE RELATED MARKETING PARTNERSHIPS – A SYSTEMATIC LITERATURE REVIEW OF COOPERATION MOTIVES

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This paper investigates the motives for cooperation between companies (profit organisations) and non-profit organisations (NPO) in the context of cause-related marketing (CrM) partnerships. CrM is a marketing and fundraising tool that combines the purchase of products with a “good cause”. In line with the increasing relevance of corporate social responsibility (CSR), numerous companies cooperate with NPO in CrM projects or campaigns. The company makes a commitment to their customers to donate a certain amount of money to its NPO partner when a product is sold (Andreasen 1996; Berglind & Nakata 2005; Bhatti et al. 2023; Stumpf & Teufl 2014; Varadarajan & Menon 1988). This CSR practice has already received a great deal of attention in both theory and practice, and some comprehensive systematic reviews have been carried out (Thomas et al. 2020; Vrontis et al. 2020; Zhang et al. 2020; Bhatti et al. 2023). However, these reviews hardly deal with the motives of the partners involved (companies and NPO). Moreover, most studies on CrM focus on special aspects or on the perspective of only one actor. Against this background, the present article aims at integrating available knowledge into an overall picture of (both financial and non-financial) cooperation motives. The analysis examines this hitherto underexplored aspect with a special focus on the importance of value-based reasons for entering CrM partnerships. In this sense, the central question is to what extent non-financial aspects (esp. value-based beliefs, social and/or ecological concerns as emphasized in CSR) play a role in CrM cooperations (or to what extent such motives have been addressed in the scientific literature to date).

The systematic literature review (SLR) performed for this paper follows the approach of Tranfield et al. (2003). It bundles the knowledge on CrM from 1988 up to (including) the year 2020. It also takes into account previously published SLR. In sum, 60 articles were analysed with regard to the motives of all three main actors (i.e., companies, NPO, and consumers). It turns out that their motives have so far been treated primarily from the point of view of the consumer in terms of their purchase or support intentions. The results also show that, so far, only a few studies shed light on the motivations of NPO and companies that pursue both financial and

non-financial goals with CrM partnerships. Overall, the findings indicate a predominance of the self-interested perspective of profit organisations and outline avenues for further research.

**Keywords:** Cause related marketing, Cooperation motives, Corporate social responsibility, Financial and value-based motives, Systematic literature review.

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## IN-KIND DONATIONS – PECULIARITIES AND MARKETING CHALLENGES

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In-kind donations (or gifts-in-kind) represent non-cash philanthropic contributions in form of direct and indirect donations of products or services of all kind. Thus, they are manifold (and comprise, e.g., clothing donations, food, housewares, health care products, pet supplies, toys, etc.) and constitute an essential resource for many nonprofit organisations (NPO) for achieving their mission (Blümle 2005; Gazley & Abner 2014; Gray 2007; Lee 2015). However, their high practical relevance is not yet reflected in the fundraising literature (which still focuses on monetary donations and treats gifts-in-kind only marginally like, e.g., Haibach 2019, Urselmann 2018 or Young 2017). So, despite their importance, there is still surprisingly little research on gifts-in-kind, their special features and on the associated challenges like, e.g., receiving too many items or “junk donations”. Unlike monetary contributions, peculiarities of gifts-in-kind are, for instance, that some are perishable (and thus must be used or sold quickly) or that durable goods need storage space. Therefore, NPO need an adequate logistics infrastructure and volunteers for handling the necessary transport, sorting, maintenance, evaluation as well as utilization and/or sales tasks (Gazley & Abner 2014; Gray 2007; Gromberg 2007; Islam 2013). Overall, product donations can be valuable for NPO, but they can also be valueless or harmful when they do not meet the NPO’s needs and occupy already scarce resources (Islam 2013; Sherry 1990).

Against this background, it is our aim to narrow the research gap by summarizing the still limited and fragmentary literature on in-kind donations and by providing practical insights into selected fields of application of gifts-in-kind (based on service-learning projects;<sup>1</sup> cf. Spraul 2009). Specifically, our conceptual paper makes several contributions: first, in-kind donations are located within the wide variety of resources of NPO. Second, a (in-kind) donation classification categorises the heterogeneity of (monetary, material and immaterial) donations and, in particular, financial surrogates (incl. in-kind donations in a narrow and broader sense). The different kinds of donations in this classification are illustrated by examples. Third, we outline the specifics and challenges of in-kind donation marketing and illustrate practical experiences of NPO dealing with in-kind donations via three case vignettes based on service-learning projects. Fourth, we highlight some avenues for further research.

**Keywords:** Goods in kind, (Marketing of) in-kind donations, Nonprofit organizations, Product philanthropy, Resource management.



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# HOW HAVE UNDERGRADUATE STUDENTS' LEARNING BEHAVIOUR, ATTITUDES AND WELLBEING CHANGED DUE TO THE COVID-19 PANDEMIC? A CROSS-NATIONAL EUROPEAN ANALYSIS.

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The Covid-19 pandemic transformed ways of working and learning around the world suddenly and dramatically. The pandemic affected approximately 220 million students in the Higher Education system, with universities closing in 191 countries during a succession of lockdowns.

The shift from didactic face-to-face interaction with students to a programme of online learning happened literally overnight. As social distancing restrictions were put into place by governments, and new terminology such as “lockdown” and “the tier system” became the norm, educators duly faced social, pedagogical, and technological challenges in this new era of learning remotely through online teaching (Cutri et al., 2020).

Without doubt, such radical transformations have impacted the well-being of undergraduate students. The imposition of virtuality, interpersonal distance, and masks, among other measures demanded by Covid-19, has generated uncertainty and, on some occasions, changes in students' behaviour and attitudes (de la Vega et al., 2022). Governments and inter-governmental organisations have placed wellbeing at the core of the global agenda as one of the United Nations' Sustainable Development Goals (SDGs). It forms part of SDG3, ‘Good health and wellbeing’ and is linked to life expectancy, creativity, learning, productivity, and positive relationships (Magare et al., 2022).

This research aims to determine how undergraduate students' learning behaviour and attitudes have changed due to the Covid-19 pandemic, and the impact this has had on their wellbeing. We will explore this across five European countries, and test multiple hypotheses/ research questions surrounding this phenomenon.

Data will be analysed using the PERMA wellbeing scale. The PERMA wellbeing scale measures the multidimensionality of well-being in humans, specifically highlighting positive emotions, engagement, relationships, meaning and accomplishment. The scale suits this research perfectly as it needs to be applied across diverse cultural backgrounds, ethnicities, do-

mains, and institutions to have universal reliability and validity (Magare et al., 2022; Goodman et al., 2018; Khaw, 2014).

The research will also identify differences and similarities in terms of the economic development of the analysed countries, and participants' gender, age, academic year, and ethnicity.

This comparative research approach offers a cross-cultural analysis which enables a personalised narrative specific to the country in focus, enabling research which represents the cultural diversity and eliminates stereotype. The findings will be able to identify commonalities and differences between the different cultures and nationalities examined in the study, thus aiding brand managers to determine the critical points on which they should focus their efforts in the marketing direction of universities to align their strategies on student wellbeing.

**Keywords:** Wellbeing, eLearning, Quality of life, University 4.0, Cultural diversity.

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## PLACE BRANDING IN THE CONTEXT OF UK 'NEW' UNIVERSITIES.

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The focus of this research was to explore interpretations of brand success in the context of a selection of comparable newer UK universities. A total of twenty-four interviews were undertaken. The data analysis applied a systematic process of analysis (recursive abstraction).

Location was identified as being a fundamental antecedent of brand success. Without the heritage and history of older institutions, newer universities have needed to find a way to appeal to their audiences, who often expect them to be offering something unique. These universities have focussed on incorporating location into their branding and marketing communications to ensure their uniqueness of message.

The data also demonstrates that where a university doesn't have a sustained heritage of its own, it draws upon the heritage of the destination in which it resides. Moreover, the extent to which a university engages with its local community was also identified as important. Universities that were embedded into the fabric of their local community were seen in a more favourable light as a result.

Furthermore, this research suggests how brand identity can be combined with location to create a brand personality that will be aligned to the location's operational features as well as its emotional benefits. Of particular interest also, this research reinforces literature which asserts that consumers choose to connect with locations that best enable them to create and express their own desired identity (Kemp et al., 2012).

Finally, the data shows that students consider their university choice in the context of staying in or near their university location after graduating. Therefore, the type of employment, cultural and social opportunities a town or city offers is an important factor. The cost of living bore a close relationship to the overall image of the location, with different motivations from students influencing whether they were looking for somewhere they could keep their costs down or pay a premium for a more culturally rounded experience in a large city, for example.

This research has important managerial implications in developing and executing branding strategies in the HE context as it suggests that the various attributes of the university location (whether based on the heritage, culture or the surrounding natural environment), can be used to create distinctive brand images which enable an opportunity for differentiation from competitors, which is fundamental in such a competitive marketplace as HE.

**Keywords:** Place branding, Identity, Higher education, Non-profit branding, Local culture values.



# CONSUMER ACCEPTANCE OF PUBLIC AND PRIVATE HEALTH CARE SYSTEMS AND FACTORS IN THE CHOICE OF HEALTH CARE PROVIDER AMONG ADULT RESIDENTS OF NEIGHBOURING REGIONS OF HUNGARY AND SLOVAKIA

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The study focused on the perceptions and choice of providers of public and privately owned and financed health care services among the adult population (HUN: N=245, SK: N=300) in neighbouring counties of Hungary (Győr-Moson-Sopron and Komárom-Esztergom Country) and two districts of Slovakia (Nagyszombati and Nyitra districts). The primary quantitative survey was conducted in January 2023 using an online and paper-based questionnaire survey. After data sorting and cleaning, statistical analysis was performed using IBM Statistics (SPSS) software.

The results indicate that there is a moderately strong positive directional significant ( $p < 0.001$ ) relationship between the frequency of use of publicly funded health care and the acceptance of publicly funded service by the state-owned health care provider among Hungarian respondents. There is a weakly significant ( $p < 0.05$ ) relationship between the frequency of use of publicly funded health care and the adoption of privately funded services by private providers. The aggregate results of the cross-tabulation test for age group and each form of health service indicate that there is only one relationship between the age group of consumers and the form of health service they accept – that is, private care privately funded. According to the Hungarian adult population in the surveyed counties, the TOP 5 most important factors in choosing a particular health care provider in relation to the provider's website are: (1) being able to find out specific prices (mean 4.68); (2) being able to find e-mail or telephone contact details (mean 4.57); (3) being able to find a list of services (mean 4.54); (4) being able to respond to an enquiry with specific information (e.g. (5) the possibility to book an appointment online (mean 4.43). The least important things for them are the availability of a chatbot on the website (mean 2.67), the design of the website (mean 3.00) and the possibility to see photos of the medical staff (mean 3.22). The opinions of the population of the Hungarian and Slovak counties differ in terms of the acceptance of the different forms of health care services. The most notable difference is in the case of privately owned healthcare provider with privately financed service: 50.3% of Slovak respondents accept this form, while 71.4% of Hungarian respondents accept it.

**Keywords:** Healthcare, Public, Private, Consumer, Hungary, Slovakia.



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## THE BIOECONOMY APPROACH FOR A SUSTAINABLE PRODUCTION AND CONSUMPTION SYSTEM

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The 2015 United Nations Framework Convention on Climate Change established a universal framework for reducing carbon emissions around the world. This revolutionary agreement has given improved impulse to global efforts to tackle some of the fundamental challenges inhibiting emission reductions. It is therefore vital to rethink what kind of strategies can accelerate climate adaptation among consumers and the interaction with producers (Chai, 2017). Bioeconomy, which encompasses all industries and sectors, based on knowledge and innovation involves many technologies such as engineering, chemistry, biology, computer science and nanotechnology. It refers to the sustainable production and conversion of biomass for a range of food, advanced medications, cosmetics and other industrial products, as well as energy, translated into new sources of goods, environmentally and human-friendly, required to restructure the collective well-being. In fact, it has been projected that bioeconomy, as a new scientific discipline, will achieve previously unavailable solutions in productivity and sustainable development to obtain a better quality of human life. Bioeconomy must be considered as a framework for policies, which can face up to and solve the socially striking challenges of food security, climate change, healthy living and energy efficiency (Morganti et al., 2016). We outline the possibilities of the Biomimetic economy to change the current economic system framework and tracking sustainable development while emulating biological systems. Finally, the work finishes with a brief analysis of some advanced biomimetic applied cases that can serve as a reference.

**Keywords:** Bioeconomy biomimetic, Biological systems, Sustainable production, Well-being.



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## IDIOSYNCRASIES OF INTERNATIONAL VOLUNTEERING – INDIVIDUAL PERSPECTIVE

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International volunteering has grown exponentially in recent years and this article aims to understand this phenomenon as well as some of its idiosyncrasies. Many people write about volunteering in different contexts, but there is a lack of research on the motivations and their correlation with the original and real expectations of volunteers.

The general objectives of this article are to understand the motivations and expectations concerning the organization of volunteer work, using the individual perspective. The specific objectives are to understand the motivations of volunteers for their participation; to identify and understand the original and real expectations of the volunteering experience and to analyse the volunteer's perspective of the management of the organization.

In this article we intend to work with volunteers who are registered in the following platforms that promote volunteer work in exchange for accommodation and food: HelpX, Workaway, Worldpackers and WWOOF (World Wide Opportunities on Organic Farms). Considering the previously mentioned objectives, we will use a combination of qualitative and quantitative research, which will consist of questionnaires and individual and semi-structured interviews.

In a world where volunteering is increasingly considered an added value and a differentiating aspect in people, studying this topic is extremely important. In addition, third-sector organizations are seeing their budgets increasingly limited and reduced, so understanding the work of volunteers is fundamental. This research is intended to distinguish what can be understood as effective work or volunteer work, as some organizations demand more than the volunteers are expecting since there is insufficient information on this subject.

**Keywords:** International volunteering, Motivations, Expectations, Human resources practices.



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## **FIT IS IMPORTANT, BUT FOR WHICH SIDE? THE MEDIATING ROLE OF THE PERCEIVED FIT BETWEEN CUSTOMERS' ATTITUDES TOWARDS FIRM/NON-PROFIT AND PURCHASE/DONATION INTENT**

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Partnerships between companies and nonprofit organizations have expanded significantly, with various forms of collaborations, including corporate volunteering, corporate sponsorships, and cause-related marketing. Firms are increasingly associating their brands with causes or charities to attain objectives that are beneficial for both their business and society. Corporations are motivated to collaborate with non-profit organizations for various reasons such as improving their reputation, addressing stakeholder concerns, creating opportunities for employee volunteering, and promoting innovation. On the other hand, non-profit organizations seek corporate partners mainly for providing financial resources, raising public awareness on issues, networking opportunities, and increasing their influence.

Out of all the parties involved, there is a specific group that seems to be especially vulnerable to a company's efforts to uphold Corporate Social Responsibility (CSR), and that is its customers. State-of-the-art research singles out that CSR has a favorable impact on how consumers evaluate and consider purchasing a company's products, across multiple types of product categories. However, adverse consequences for the parties could occur, particularly given the completely distinct stakeholder groups and objectives of nonprofit organizations and corporations.

It is proposed that customers' views on social responsibility can impact their beliefs and attitudes towards both firms and non-profits. However, due to the complicated and uncertain

nature of the business and non-profit alliances, research is required to determine if and when collaboration improves donation and purchase intentions. To address this issue, the current study examines whether the perceived fit mediates the impact between customers' attitudes towards firm/non-profit and purchase/donation intent.

Hence, this study will examine perceived fit which refers to how compatible or congruent the brand and the cause are perceived to be with each other. Perceived fit has a noteworthy impact on consumers, with a greater level of fit having an effect on their selection and the market share. If there is a high level of fit between the cause and the brand, then the message is perceived as logical, and consumers tend to use category-based processing, leading to positive thoughts about both entities. Conversely, when the fit is low, it becomes challenging for consumers to make a logical connection between the organizations, prompting them to use piecemeal processing. This results in more effortful and systematic processing, and negative attributions. Thus, the proposed model assumes that it is important for the partners to have a strong fit and predicts that perceived fit has a positive influence on both purchase and donation intent.

To test the proposed model, we conducted a large-scale, quantitative study using the implementation of an online questionnaire. Our sample consists of consumers who have donated within the last year. Our survey-based study with a sample of 377 respondents has been developed to test the proposed model using structural equation modeling. Our results show that attitude towards firms and non-profits are positively related to perceived fit. The mediation role of perceived fit is also partially supported. Finally, this paper offers theoretical and practical insights for researchers, firms, and non-profit organizations.



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## THE EFFECT OF EMPLOYEE ATTITUDES ON SATISFACTION AND LOYALTY: THE MEDIATING ROLE OF EMPLOYEE VOLUNTEERING

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As one of the dimensions of corporate social responsibility practices, philanthropic responsibilities require the company to engage in direct and indirect relationships with different stakeholders. Employee volunteering, which is defined as planned activities where employees of the company – one of these stakeholders – allocate a portion of their time to a volunteer group, has become one of the most debated and significant subjects of corporate social responsibility activities in recent years. Studies in the literature suggest that employee volunteering activities have a positive impact on stakeholders, the firm, and its employees. For the firm, such activities positively affect brand image and reputation, job performance, employee attitudes, and organizational citizenship behaviour, while for employees, they enhance general happiness and facilitate skill development. Furthermore, recent research indicates that employee volunteering has a positive impact on employee satisfaction.

It is proposed that the attitudes of employees towards helping others and non-governmental organizations (NGOs) have an impact on their behaviour. Although positive results have been observed in the literature regarding the impact of attitudes on behaviour, this relationship needs to be tested in the context of volunteerism. In this regard, the present study examines whether employee volunteering mediates the effect between the attitudes of employees towards helping and supporting NGOs and employee satisfaction and loyalty. Furthermore, the study seeks to explore how employees evaluate their company's philanthropic responsibilities.

To test the proposed model, a large-scale quantitative study was conducted by collecting data from 300 participants who were employees of companies that donate to charity. The data were collected through an online survey. The proposed model was analyzed using structural equation modeling. The analysis results indicate a positive relationship between employees' attitudes towards helping and employee volunteering, which is also positively related to employee satisfaction and loyalty. Furthermore, the mediating role of employee volunteering in this relationship is supported. Finally, the study provides theoretical and practical insights for researchers and firms.

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# FOSTERING THE SUCCESS OF FAMILY BUSINESSES: THE ROLE OF NONPROFIT ORGANIZATIONS

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The challenges faced by family-owned businesses significantly differ from those of other companies, including issues related to leadership, ownership succession, the interaction between family and business, the role of owners, and family relationships. To facilitate successful generational transitions and inheritance processes a family businesses may need a source of knowledge to navigate significant issues regarding business continuity and sustainability including the transfer of the baton.

Family businesses operating in different regions of the world and they have to confront various economic, political, social, and cultural challenges. This is why associations and institutions that share such experiences and knowledge among businesses play an important role.

## **Purpose**

The main purpose of this study is to present how the international Family Business Network (FBN) supports family businesses in managing their distinct corporate challenges. The study highlights the work of the Hungarian FBN-H, the Spanish Instituto de la Empresa Familiar, the Brazilian FBN Brazil, and the Portuguese Associação das Empresas Familiares, which is not a member of the international network but engages in similar activities.

Another objective of the study is to demonstrate in which developmental phase the countries of the selected member organizations are according to the TONA model. These stages effectively illustrate the evolution of family businesses and what is typical for each stage of a given enterprise. This categorization can help answer how collaborating generations can effectively respond to market challenges in the most efficient manner.

## **Methodology**

The study primarily relies on the results of secondary research which provide an overview of the activities, operations and main characteristics of FBN and its member organizations. The study also includes the findings of an exploratory research focused on summarizing the experiences and opinions of Hungarian association members regarding the operation of the association.

## **Findings**

The Family Business Network (FBN) offers its members the opportunity to share accumulated knowledge. The network represents 65 countries through 32 national associations

worldwide. The fact that approximately 4,000 family businesses totaling 17,000 individuals connected to family businesses in some way (6,400 of whom represent the next generation) are members of the global network demonstrates the wealth of experience and knowledge accumulated by the organization since its establishment in 1989. The international organization of FBN consists of family businesses that have undergone 3-6 generational transitions, sharing their knowledge, experience and expertise with entrepreneur families and family businesses who have a lack experience in certain areas.

**Keywords:** family businesses, network, succession, knowledge transfer

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## RESPONSIBLE PRODUCTION AND CONSUMPTION AS AN OBJECTIVE AND REQUIREMENT OF SUSTAINABLE DEVELOPMENT

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### **Purpose**

The purpose of this paper is to deepen the knowledge of the relationship between responsible production and consumption (SDG12) and sustainable development, as well as to know the progress in relation to the achievement of SDG12 and its targets, determining possible limiting factors or elements. All this in order to contribute to the establishment of a theoretical-referential framework for future empirical studies.

### **Design/Methodology/Approach**

According to the intended objective, the methodology used has consisted of the compilation and analysis of secondary information from previous studies and other specialised documentary sources (documents from different organisations, statistics, websites). Based on this analysis, a double approach to responsible production and consumption has been carried out, understanding them both as an objective (SDG12) and as a requirement for the effective achievement of sustainable development.

### **Findings**

The results obtained suggest that responsible production and consumption appears to be a sine qua non requirement and an objective of sustainable development. A clear example of this is its inclusion as SDG12 of the United Nations 2030 Agenda, and its role as a referent in

the 10 Year Framework of Programmes on Sustainable Consumption and Production Patterns (10YFP), the United Nations Development Programme (UNDP), and the United Nations Environment Programme (UNEP), or in relation to the Principles of the Global Compact, among others.

The documentary sources also allow us to verify progress in the procurement of the SDG12 and its eleven targets, either globally or in the EU and Spain, combining significant achievements with others that are far from being so, in a context characterised by conditions of previous level of development, disparity in terms of available information, or drastic influence of supervening circumstances, such as Covid-19 or the war on Ukrainian territory. From all this derives the need to continue making efforts in favour of SDG12 and sustainable development.

### **Originality**

While a number of previous studies refer to responsible production and consumption as an objective of sustainable development, this paper carries out an analysis from a double perspective, considering them both as an objective and as an unavoidable requirement to achieve such development. Based on this, it contributes to the establishment of a relevant referential framework with a view to carrying out future studies.

**Keywords:** Sustainable development, United Nations, Agenda 2030, Responsible production and consumption, SDG12.

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## SUSTAINABLE DEVELOPMENT: FROM ITS ANTECEDENTS TO THE MDGS, SDGS AND GLGS

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### **Purpose**

The purpose of this paper is to investigate the formal antecedents of the concept of sustainable development as proposed by the United Nations in the document “Our Common Future” or Brundtland Report. Furthermore, the subsequent evolution of the concept is also analysed until its successive concretion in the Millennium Development Goals (MDGs), Sustainable Development Goals (SDGs), and Good Living Goals (GLGs). Thus, we intend to establish a chronology of the relevant events determining the policies and actions that are currently carried out, as well as to get an adequate referential framework for future research on this topic.

### **Design/Methodology/Approach**

Keeping in mind the aimed objective, the paper has been developed both from the information contained in documents published by different organizations or institutions and the compilation and analysis of bibliographical sources, selecting rigorous contributions while seeking their maximum timeliness. So it has been possible to establish current lines of thought, as well as to contrast different approaches or points of view on sustainable development.

### **Findings**

The analysis of the information collected indicates that the formal antecedents of the concept of sustainable development date back to 1965, when the United Nations Development Programme (UNDP) was established by merging the pre-existing Extended Programme of Techni-

cal Assistance (from 1949) and Special Fund (from 1958). The origin of the concept goes back, then, almost to the constitution of the United Nations organisation. Later on, the first formal use of the term occurred in an official document from 1969 and promoted by the International Union for Conservation of Nature (IUCN). Likewise, the determination and chronological presentation of relevant events makes it possible to highlight the leadership of the United Nations, its agencies or departments in this area – before and after the appearance of the concept –, together with the also relevant role of other organisations, namely different European instances.

### **Originality**

Although different contributions in the literature have addressed one or another of the aspects involved in this paper, very few have tried to systematize a chronology of facts and events such as the one proposed here, which allows a clearer and more comprehensive view for an adequately understanding of the evolution of the current concept of sustainable development.

**Keywords:** Sustainable development, Brundtland Report, Millennium Development Goals (MDGs), Sustainable Development Goals (SDGs), Good Living Goals (GLGs).



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# THE INFLUENCE OF TRAINING AND INFORMATION ON SUSTAINABLE CONSUMPTION: AN EXPERIMENTAL AND PROSPECTIVE NEUROMARKETING STUDY

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## **Purpose**

The purpose of this paper is to establish the link between consumer attitudes and behaviours and the achievement SDG 12 and its targets through training and information. Namely, to determine the influence of both aspects on younger consumers when distinguishing the real level of sustainability of the products through ecological labels and certificates.

## **Design/Methodology/Approach**

To achieve the intended objective, a neuromarketing experimental study with eye-tracking was carried out to determine the perception of young consumers about sustainability labels and certificates.

A sample of 24 individuals was used for this purpose, all between 18 and 32 years old, 12 of them men and 12 women. The experimental group received training on sustainability labelling while the control group did not. Both groups were presented with three alternatives of a same product (chocolate) with a formal eco-label, a commercial claim, and nothing, respectively, then measuring the viewing time and the number of times each individual stared at each one of the three options to answer the question of which one did not have artificial colours.

## **Findings**

Even though it is a prospective study (due to the sample size), the results obtained suggest the influence of training and information on youngest consumers when distinguishing the real sustainability level of products. Subjects with previous training on labelling require less time to

locate the elements that help them make their purchase decisions and need to stare less times at them, as well as they spend more time and stare more times at the most credible ones (formal labelling) compared to other alternatives (commercial claims or lack of labelling). Subjects who have not received such training require more time and fixations, and even stare more times at informal elements (claims) than to formal ones (eco-labels).

### **Originality**

Stimulating more reasoned and systematic thinking in consumers appears essential to promote better purchasing decisions. Acquiring the necessary knowledge is an essential condition for it. New technologies have enabled new developments in relation to neuromarketing. Among the possibilities arising, the eye-tracking procedure has been extended to different fields of analysis, its application being increasing in relation to responsible consumption.

**Keywords:** Sustainable development, Responsible production and consumption (SDG12); environmental labelling, Neuromarketing, Eye-tracking.

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# BRANDING AND THE POTENTIAL OF BRAND EXTENSIONS FOR CULTURAL VENUES – A QUALITATIVE ANALYSIS OF SELECTED CONCERT HALLS IN GERMANY

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Brands bind customers and create loyalty towards the marked offers. In this context, brand extension is a versatile instrument that can be used in the context of growth strategies to release further potential based on strategic brand positioning. This involves defining a brand and then transferring it to new offerings in other categories. In consumer marketing, branding and brand extensions have long been part of the standard repertoire. In the marketing of cultural offerings, the possibility of brand transfer through brand extension – at least in Germany – does not seem to have been fully exploited yet. However, the advantages of branding and brand extensions are also obvious for cultural institutions: New cultural offerings benefit from the high level of awareness and the good image of an established brand of the cultural institution (umbrella effect). In addition, there is a high synergy potential (synergy effect). And when introducing new offers, time and costs are saved because no new brand has to be introduced.

The paper deals with the possibility for cultural venues as organizers of classical music events to bring about a significant increase in experience, customer loyalty and thus ultimately also in results through brand extension. Within the framework of a qualitative study, first, the brands (logos) of the most important concert halls in Germany are categorized according to specific design criteria. Then the potentials that can be realized through corresponding brand extensions are presented. Using the example of the Duesseldorf ‘Tonhalle’ (German for ‘music hall’ resp. literally ‘tone hall’), one of the main concert halls of the North Rhine-Westphalian state capital Duesseldorf in Germany, it is shown how and to what extent this cultural event venue has been able to profit from a consistent brand extension of the ‘Tonhalle’ brand. With an unchanged marketing budget for the Tonhalle Duesseldorf, subscription numbers more than doubled during the reporting period, with free ticket sales remaining unchanged. Many subscribers remained loyal to the Tonhalle even during the COVID pandemic. A transfer of the results to comparable concert halls should be possible without major difficulties.

**Keywords:** Marketing of culture, Branding, Brand extension, Concert halls, Visitor loyalty.



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## SUSTAINABILITY IN THE FASHION INDUSTRY (?)

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In our study, we are looking for answers to the question of how well fashion companies' CSR reports reflect reality, what consumers perceive from this, and what the consumers themselves are doing individually to make the fashion industry more sustainable.

In our research on the one hand we examined the sustainability objectives of four major fashion industry groups (Inditex, H&M, LPP, Shein) with content analysis, and on the other hand, we conducted a quantitative (online questionnaire) survey among consumers. In our questionnaire research, in addition to assessing consumers' clothing purchasing habits we were also interested in how consumers think about the CSR activities of fashion companies, and based on their own purchasing habits, about their responsibility towards sustainability goals.

Based on the content analysis, it can be concluded that although there are resounding promises on the part of fashion industry organizations about sustainability, these are more symbolic actions than actual solutions. The results of the primary survey clearly reflect that consumers are aware of the social and environmental problems that arise during the production of fashion products, but only a few pay attention to this in their purchasing decisions.

**Keywords:** Fashion industry, Fast fashion, Sustainability, Consumption.



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