



2018

Annual Conference of the
**EUROPEAN GROUP FOR
PUBLIC ADMINISTRATION**

LAUSANNE | SWITZERLAND | 5-7 SEPTEMBER 2018
PhD SYMPOSIUM | 3-4 SEPTEMBER 2018

CALL FOR PAPERS



EGPA Permanent Study Group XVI on: Public Marketing and Communication

Public Branding and Communication

CALL FOR PAPERS

Context and general objective of PSG XVI

The general aim of EGPA Permanent Study Group on Public Marketing (PSG XVI) is to gather European academics writing on ***marketing & communication in public sector***. It focuses on the analysis of marketing strategies and tools adapted by ***public organisations*** and more widely by ***public policies***. It also focuses on researches to improve the understanding of customers/citizens behaviors (expectations, attitudes, acceptability, satisfaction ...). Practitioners are also kindly invited to submit case studies on this special session.

Objectives of the 8th edition: PSG XVI 2018

A special topic of ***Place Branding and Public Branding*** is emerging in public administration and local authorities. It will be at the heart of 2018 Conference. This special issue is developed by the Chair of « New Place Marketing and attractiveness » of IMPGT (Public Management Institute and Territorial Governance) at Aix-Marseille University and IDHEAP at University of Lausanne.

A new topic is clearly linked to public marketing: ***Digital Communication***. Practices of communication are evolving in public sector as described by Pasquier & Villeneuve (2011).

This study group encompasses the ***3 main marketing approaches*** adapted to the context of public sector with their implications on public communication:

- ✓ ***Place marketing & communication***: Attractiveness of places and place branding. According to a large definition of place marketing which aims at attracting and also maintaining target groups within a place (Chamard, Alaux & Gayet, 2014):
- ✓ ***Marketisation & communication of public service***: Quality of service and public branding: quality approaches, satisfaction and perceived quality, customer/citizen analysis.
- ✓ ***Social Marketing & advertising***: Pro social behaviors & social advertising: pro environmental and healthy behaviors, Marketing of public policies, CBSM, Nudges, Citizen behavior and psychology, how to attract and maintain place marketing targets with a good quality of life.

Proposal Format

You are kindly invited to submit a short abstract (2 pages) to address one of the topics mentioned above. It should include the following elements:

- ✓ The title of the paper
- ✓ The argument and contents of the paper
- ✓ The research methods used and (if applicable) the empirical data used

The name, affiliation and contact information of the author(s).

Key Deadlines

- ✓ Proposals should be uploaded through the submission website by April 18, 2018
- ✓ Deadline for decision and selection of the accepted papers by the co-chairs: and notification to the Authors : May 9, 2018
- ✓ Deadline for submitting the complete papers: August 16, 2018

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Publication

Best papers will be selected for publication:

- ✓ Collective book to be published on Place Marketing, edited by the Chair.
- ✓ Some papers will be shortlisted to be submitted to :
 - IRAS : International Review of Administrative Sciences
 - Place branding and public diplomacy

Journals of the field for later publications are the following ones:

- Journal of Place management and Development
- Journal of Public Policy & Marketing
- Public administration review
- European Journal of marketing
- Journal of Public Administration Research and Theory
- Administration and Society
- International Journal of Public Administration
- International Journal of Public Sector Management
- Local Government Studies
- Public Administration: An International Quarterly
- Public Administration and Development
- Public Management Review
- Public Money and Management
- Public Organisation review
- International Review of Public Administration MgPub
- Politique et management public
- Gestion et management public
- Revue Française d'Administration Publique
- Management international

Practicalities

Please submit your abstract online through the Conference Website www.egpa-conference2018.org or directly through Conference Management System: <https://www.conftool.com/egpa2018>

Practical information on the EGPA 2018 conference can be found at:
www.egpa-conference2018.org

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