



CALL FOR PAPERS

Twentieth International Colloquium on Arts, Heritage, Nonprofit and Social Marketing

Colloquium theme:

*'Gatekeepers, Tastemakers and Change Agents:
Who decides in Arts, Heritage, Nonprofit and Social marketing?'*

Friday 8th September 2023

ESCP Business School
527 Finchley Rd
London NW3 7BG

DEADLINE FOR ABSTRACTS: **21st July 2023**

Please send your abstracts by email to: cpreece@escp.eu

About the Colloquium

ESCP Business School and the Academy of Marketing invite submissions to the 20th International Colloquium on Arts, Heritage, Nonprofit and Social Marketing. This event is designed to provide an interface between academics across disciplines and reflective practitioners wanting to draw on the very latest theoretical and empirical arts, heritage, nonprofit and social research.

Colloquium theme

Whilst the Colloquium organisers welcome submissions on all aspects of arts, heritage, non-profit and social marketing (see below) the 2023 Colloquium's theme is: *'Gatekeepers, Tastemakers and Change Agents: Who decides in Arts, Heritage, Nonprofit and Social marketing?'*

Technology has often been framed as a 'great equaliser' – the internet, we were told, was going to level the playing field, social media would give us platforms on which we could all voice our opinions and engage with others constructively, more recently, AI is providing us with the tools we need to create our content for us, freeing up our time. Or so we are told. Although free to all, as made clear by organisations and researchers such as Black in AI, these technologies are not neutral. Given the role of gatekeepers, tastemakers and change agents in arts, heritage, social and nonprofit marketing, it is therefore an interesting time to take a step back and ask: who is now pulling the strings? Clearly, the selection mechanisms whereby causes and trends are deemed worthy of being presented – or not – have changed significantly. The tastemakers of the past: magazine editors, television producers, gallery curators, publishing executives have lost power in the face of algorithmic recommendations which prioritise popularity and shareability. Similarly, the change agents who were so significant in the public sector and non-governmental organisations are increasingly demoted to budget keepers who are forced to assess eligibility within a framework of rationing of services. Given these challenges, we see opportunities to reassess some of the macro-forces which have reshaped our fields and to question the hierarchies of knowledge within them. While we have certainly made progress in at least questioning the traditional, Western and canonic narratives of elite gatekeepers of the past, there is still much work to be done in making visible the largely invisible structures, mechanisms and individuals who decide which art forms, causes, institutions and issues are worthy of our attention now. With this in mind, we will especially welcome submissions that further explore gatekeeping in all its guises, as it affects our fields of research.

In addition to the Colloquium theme, we will be pleased to receive papers on all aspects of arts, heritage, nonprofit and social marketing. Both academic and practitioner papers are welcome on topics such as:

- Arts, museum and heritage marketing
- Advertising and promotion
- Audience development
- Brand activism
- Branding and positioning for arts and nonprofit organisations
- Case studies of successful marketing strategies
- Cause-related marketing
- Campaigning and lobbying
- Co-creation of value
- Creativity
- Corporate image, identity, and reputation issues
- Developments in marketing theory (including critical marketing theory)
- Ethical issues
- Fundraising and donor behaviour
- Marketing as practice

- New technology
- Organisation of the marketing function within nonprofit or arts organisations
- Place Marketing
- Public policy
- Relationship marketing and relationship management programmes in the nonprofit or arts marketing area
- Research methods
- Social entrepreneurship
- Social marketing
- Volunteer engagement

Plenary Speakers: There will be two plenary speakers – details to be announced shortly.

Submission Guidelines

Authors wishing to present a paper at the Colloquium should submit an abstract, which will be made available at the event.

The abstract should be in English and between 750 and 1,000 words in length. A suggested approach would be to include an overview of the theoretical context, research objectives or questions, research methodology, main findings and conclusions. However, we also welcome practitioner papers and unconventional/alternative submissions – the purpose of the abstract is to evaluate the quality and appropriateness of the paper to the intended audience.

All submissions should have a separately submitted cover sheet that includes the following information:

- Title of paper
- Contact person's name, institutional affiliation, mailing address and email.
- Names, institutional affiliations and email addresses of all other authors.

Please send your submissions as a word document to Chloe Preece at cpreece@escp.eu

All submissions will be subject to a blind review process. Deadline for submission is the **21st July 2023**. Authors responding to this call will be informed of decisions on their acceptance within three weeks of their submission date.

Colloquium fee

The fee for the Colloquium will be £55 for members of the Academy of Marketing, £40 for doctoral students and £70 for others. For information on joining the Academy of Marketing, see <http://www.academyofmarketing.org/membership/join-the-academy-of-marketing.html>

Details of payment methods will be made available at a later date.

Accommodation

Information on nearby hotel accommodation will be provided at a later date.

For further information please contact:

Dr. Chloe Preece, ESCP Business School, **Email:** cpreece@escp.eu