



CALL FOR PAPERS

Twenty-first International Colloquium on Arts, Heritage, Nonprofit and Social Marketing

Colloquium theme:

Code for Change: Shaping the Future of Arts, Heritage, Nonprofit, and Social
Marketing through Digital Transformation

Friday 6th September 2024

The National Robotarium
Edinburgh Business School
Heriot-Watt University
Edinburgh Campus, Scotland
EH14 4AS

DEADLINE FOR ABSTRACTS: 13 July 2024

Please send your abstracts by email to: amsig2024@hw.ac.uk

About the Colloquium

Edinburgh Business School and the Academy of Marketing invite submissions to the 21st 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, non-profit 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 2024 Colloquium's theme is: 'Code for Change: Shaping the Future of Arts, Heritage, Nonprofit, and Social Marketing through Digital Transformation'.

The ongoing digital revolution has profoundly transformed the way we create, experience, and support arts, heritage, and social causes (Hyde and Mitchell, 2022; Kerrigan and Preece, 2023). From AI-powered museum exhibits and virtual heritage experiences to data-driven fundraising campaigns and global artistic collaborations, the landscape is rapidly evolving. This digital transformation raises critical questions: How do these advancements reshape traditional practices and challenge existing models? How are emerging technologies impacting our sense of place, heritage, community, and the very essence of human experience? How can we use digital tools to ensure inclusivity, supporting diverse voices and perspectives? Digital innovation offers immense potential for audience engagement, global reach, and redefining cultural and social experiences, however, it also offers potential for bias and further polarisation and siloing of audiences. There is therefore a need for research that explores how technology influences the ways we connect, tell our stories, and preserve our cultural legacy – both tangible and intangible. As consumers become collaborators in shaping narratives through photos, videos, blogs, and shared memories, co-creation becomes paramount, driving innovative storytelling methods and interactive experiences, transforming how we experience in the digital realm. With this in mind, the colloquium organisers welcome submissions that critically reflect on cutting-edge digital strategies, innovative virtual experiences, the ethical considerations and inclusive practices therein and how these changes can shape the evolving landscape of arts, heritage, nonprofit and social marketing.

In addition to the Colloquium theme, we will be pleased to receive papers on all aspects of nonprofit, social, arts and heritage 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 in relation to nonprofit, arts and heritage marketing
- 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: TBC

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 amsig2024@hw.ac.uk

All submissions will be subject to a blind review process. Deadline for submission is 13 July 2024. Authors responding to this call will be informed of acceptance decisions 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 £80 for others. For information on joining the Academy of Marketing, see <https://academyofmarketing.org/join-the-academy-of-marketing/> 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 Ozge Yalinay, Edinburgh Business School, Heriot-Watt University **Email:** O.Yalinay@hw.ac.uk

Dr Nicholas Telford, Edinburgh Business School, Heriot-Watt University **Email:** N.Telford@hw.ac.uk