

CALL FOR PAPERS: NEW HORIZONS IN ARTS, HERITAGE, NONPROFIT AND SOCIAL MARKETING



GUEST EDITORS: Roger Bennett, Finola Kerrigan and Daragh O'Reilly

Nonprofit, arts and heritage marketing are important areas that span a wide range of topics in the marketing domain. The importance of the nonprofit, arts and heritage sectors to national economies cannot be underestimated, accounting in several western nations for around 2% of GDP and 5% of total employment. Marketing activities within these sectors can be as complex as they are diverse. A number of environmental factors have contributed to this complexity, including cutbacks in governmental support and subsidies, increased competition for sponsorship, intense media scrutiny, and greater public demands for accountability. As service providers, moreover, nonprofits and arts and cultural organisations need to be acutely aware of rising public expectations vis-à-vis levels of service quality proffered to funders, clients, beneficiaries and customers.

Research in nonprofit, arts, heritage and social marketing has been stimulated by the formation of the Academy of Marketing's Special Interest Group on Arts, Heritage, Nonprofit and Social Marketing which is pleased to announce a Call for Papers for a special issue of the JMM intended to explore the frontiers of marketing knowledge in these fields. Empirical studies and theoretical papers that advance thinking in these areas will be equally welcome. Examples of topics that might be suitable for papers appearing in the special issue include:

- Fundraising and donor behaviour
- Consumer behaviour in relation to arts, heritage and nonprofit organisations
- Organisation of the marketing function within nonprofit or arts organisations
- Metrics for measuring and evaluating the marketing performances of nonprofit or arts organisations
- Corporate image, identity, and reputation issues within nonprofit or arts organisations
- Market segmentation, analysis and targeting for nonprofit or arts organisations
- Social marketing
- Marketing of healthcare organisations
- Advertising and promotion for nonprofit or arts organisations
- Campaigning and lobbying
- Corporate philanthropy
- New product/programme development techniques of arts and cultural organisations
- Case studies of marketing strategies that have worked successfully
- Policy issues affecting arts, heritage and nonprofit marketing
- Aesthetics and the art firm
- Innovative ideas, the implementation of which was not entirely successful but which generated valuable insights leading to improved marketing performance
- Applications of relationship marketing to the nonprofit and arts sector
- Use of the Internet for nonprofit or arts marketing
- Sponsorship by and strategic alliances with companies
- The use of celebrity endorsers for nonprofit or arts marketing
- Cultural co-optation by mainstream brands
- Branding strategies and the determinants of brand loyalty in the context of nonprofit or arts marketing
- Representations of marketing and consumption in expressive culture

The above list is not meant to be exhaustive however, and potential authors are encouraged to contact the guest editors with alternative proposals.

SUBMISSIONS

There is a double issue of JMM allocated for this Special Issue in September 2010. The submission deadline for papers is **31st March 2009**. Please email submissions to one of the guest editors.

Roger Bennett, London Metropolitan University: r.bennett@londonmet.ac.uk

Finola Kerrigan, King's College London: finola.kerrigan@klc.ac.uk

Daragh O'Reilly, University of Sheffield: d.t.oreilly@sheffield.ac.uk

SUBMISSION GUIDELINES

Papers should be between 4000-6000 words in length. Authors must refer to the **Guidelines for Authors** (Full Text) for references, spelling, figures and tables etc. This can be downloaded from the website of Westburn Publishers Ltd.

<http://www.westburnpublishers.com/authors/guidelines-for-submissions.aspx>

All submissions must also be accompanied by a completed Article Submission Form for this Special Issue which can be downloaded from

<http://www.westburnpublishers.com/journals/journal-of-marketing-management/calls-for-papers.aspx>