

## **CALL FOR PAPERS**

### **Fourteenth International Colloquium on Nonprofit, Arts, Heritage, and Social Marketing**

*Colloquium theme:  
“Excellence, Rigour and Relevance in  
Nonprofit, Arts, Heritage and Social Marketing”*

**Wednesday 2<sup>nd</sup> September 2015**

**Guildhall Faculty of Business and Law, London Metropolitan University  
84 Moorgate, London, EC2M 6SQ**

*Prizes for Best Papers Sponsored by Emerald Publishing Ltd*



**DEADLINE FOR ABSTRACTS: 12th June 2015**  
**(Please send your abstracts by email to: [palm@staff.londonmet.ac.uk](mailto:palm@staff.londonmet.ac.uk))**

## About the Colloquium

For over 15 years the International Colloquium has brought together researchers in Nonprofit, Arts, Heritage and Social Marketing from all over the world. Much has been achieved during the last 15 years, yet there remains a large amount of exciting fresh territory to be explored.

## Colloquium theme

The theme of the 2015 Colloquium is 'Excellence Rigour and Relevance' in Nonprofit, Arts, Heritage and Social Marketing. Several issues are worthy of consideration in these respects. How, for example, can excellence be achieved? How is excellence measured? Should excellence be defined in relation to the academic rigour of a piece of research or in terms of its practical relevance? How can rigour and relevance combine to produce excellence in this particular domain?

## Plenary speakers



**Caro Howell**



**Rose Harding**

**Caro Howell**, Director of the Foundling Museum, and **Rose Harding**, Development Director of Southwark Cathedral will demonstrate the power of thought-provoking collaborations with well-known contemporary artists such as Tracey Emin, Grayson Perry, Yinka Shonibare, David Mach, Angela Wright, and Edmund de Waal to connect with and inspire new audiences. For information on the Foundling Museum and the Southwark Cathedral see: <http://www.foundlingmuseum.org.uk/> and <http://cathedral.southwark.anglican.org/>.

## How to submit an abstract

Submissions addressing issues related to the Colloquium theme are encouraged, although contributions from any other area of Nonprofit, Arts, Heritage or Social Marketing will be equally welcome.

Authors wishing to present a paper at the Colloquium should submit an abstract, which will be made available at the event. Authors responding to this call will be informed of decisions on their acceptance by 3<sup>rd</sup> July 2015.

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

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

The abstract should be in English and between 750 and 1,500 words in length. Please ensure that the text is in Times New Roman font style, font size 11, with single line (1.0) spacing. 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 – the purpose of the abstract is to evaluate the quality and appropriateness of the paper to the intended audience.

Please send your submissions as a word formatted document to Manisha Pal at: palm@staff.londonmet.ac.uk

All submissions will be subject to a double-blind review process.

Participants are encouraged to draw on the feedback they receive at the Colloquium and to submit papers for consideration for publication in future editions of the *International Journal of Nonprofit and Voluntary Sector Marketing* (John Wiley), *Arts Marketing: An International Journal* (Emerald), or *Social Marketing* (Emerald).

### **Colloquium fee**

The fee for the Colloquium will be £90 for members of the Academy of Marketing and £110 for others. Payment may be made by a cheque drawn on London Metropolitan University or through the University's online payment system.

Additional 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 contact:**

Manisha Pal  
Guildhall Faculty of Business and Law, London Metropolitan University  
84 Moorgate  
London  
EC2M 6SQ  
Email: palm@staff.londonmet.ac.uk  
Phone: 0207 320 1606

### **Important dates**

Deadline for abstract submission: 12th June 2015  
Decision on paper acceptance: 3<sup>rd</sup> July 2015  
Registration deadline: To be announced  
Conference date: 2<sup>nd</sup> September 2015