International Review on Public and Nonprofit Marketing

ISSN: 1865-1992

Open Call for Papers

The International Review on Public and Nonprofit Marketing is a peer-reviewed journal published by Springer that explores marketing topics from an interdisciplinary perspective in public and nonprofit sectors. It constitutes a key tool for both researchers and practitioners interested in this specific area.

The nonprofit and public sectors have had an increasingly more important role in the economy, contributing to the welfare of society in diverse areas as healthcare, education, culture, education, counseling, nutrition and protection and therefore the study and application of marketing strategies in this field is of paramount interest not only for researchers but for practitioners as well.

The International Review on Public and Nonprofit Marketing welcomes outstanding research papers and case studies by academics and practitioners. Typical areas of interest include consumer and donor behavior, relationship marketing, services marketing, strategic marketing, branding, communication, pricing, quality of life, value co-creation or any other relevant marketing topic applied to nonprofit or public organizations

Abstracting & Indexing:

SCOPUS, Google Scholar, ProQuest, Academic OneFile, ECONIS, Expanded Academic, OCLC, Research Papers in Economics (RePEc), SCImago, Summon by ProQuest

For more information about the International Review on Public and Nonprofit Marketing and submissions visit the journal homepage at:

http://www.springer.com/12208