

EGPA 2023 CONFERENCE

Zagreb, Croatia 5-8 September

**Steering the European Union through poly-crises storms:
The role of Public Administration**

CALL FOR PAPERS

PSG XVI: Public Marketing and Communication

The general aim of **EGPA Permanent Study Group on Public Marketing and Communication (PSG XVI)** is to gather European academics working on marketing & communication in public sector. It focuses on the analysis of marketing and communication strategies and tools adapted by public organizations and more widely by public policies and services.

Public Marketing

Marketing is applied to improve public performance by an approach based on the needs of individuals (residents, citizens and businesses) thinking on the creation, communication and delivery of value. This value can be private, public or hybrid. It requires a strong focus on psychological dimensions of behaviors and segmentation/targeting/positioning decisions to influence behaviors and attitudes. For instance, tools of government could be analyzed and developed with a better knowledge of the impact of these tools on behaviors targeted by public policies (health, road safety, pro-environmental behaviors). Currents practices of nudge, artificial intelligence experimentations in public sector could be analyzed with these behavioral insights.

Public marketing cuts across 3 specific fields of practices and research:

- *Place marketing & branding in public sector management, attract & invest management, destination management & MICE management:* Place marketing diagnostic, Place image and reputation, place identity, Stakeholders involvement: nature of stakeholders, Place branding governance, Place branding and place marketing strategies, Evaluation of place marketing practices
- *Social marketing :* Pro-environmental behaviors, Healthy behaviors, Pro-social behaviors, Performance of social advertising campaigns, Community-based social marketing, Nudges
- *Marketing in public services:* Users/targets expectations/needs, Service delivery process, Measure of satisfaction

Public Sector Communication

Communication cuts across all areas of development of the public sector. Public organizations are facing new problems, issues and challenges across the world, for which communication may have a relevant role, and this is one of the focuses of SGCVI.

Public Sector Communication research is interested in the interaction taking place between public sector entities and stakeholders, with special emphasis on citizens as communication is at the core of democracy. Public sector organizations balance between the communication aims of engaging citizens with organizational and institutional contingencies and goals. They are challenged to incorporate a “communicative intelligence” to manage within a new public sphere in which people need and take information from multiple sources, and become, in turn, sources for a multiple-voices scenario.

However, the role communication plays in developing the public sector is neglected in public administration studies, despite its rise of importance in both national and supranational entities and as an academic field. The goals of this study group include looking at public sector organizations’ communication covering its societal role, environment, aims, practices and development. Through an international and interdisciplinary scope, this study group calls for research describing and analysing the contexts, policies, aims, issues, questions and practices that shape public sector communication.

Research on different topics in relation to public sector communication is invited, including the following:

- *Communication and relationships building in public organizations*: research exploring the role communication might play in empowering different actors to uptake the challenge of relationship building: governments, political leaders and civil servants are being challenged to operate in more complicated and multidimensional contexts to become intermediaries with society, what requires a relationship-building capacity for managing partnerships, networks and collaboration.
- *Communication on social media*: Social networks are increasingly used by public communities; the choice of networks, the analysis of content, the level of interaction with community members and the effectiveness of these means of communication are the subject of research
- *Managerial aspects*: research looking at the need to go beyond a craft approach (more focused on the formal presentation, like oral and written communication skills) to a strategic management function, aiming at providing knowledge and skills for successful interaction between public sector organizations and stakeholders: strategic communication planning, public communication campaigns, issue communication, public affairs, and so on.
- *Communication performance at contingent situations*: crisis communication and its different variants: risk, emergency, conflict and disaster communication.
- *Public sector communication and intangible assets*: research on intangible assets such as expectations, reputation, legitimacy, engagement, social capital, integrity, transparency, accountability, compliance, performance, intellectual capital, organizational culture, social responsibility, brand, and trust is welcomed.
- *Public sector communication and public value*: papers looking at the challenge of achieving professional and operational excellence to create and deliver impact and public value (change management, change leading, value creation, etc.); this includes the role the media (including new media) play in (de)constructing public value.
- *Assessing public sector communication*: What are the effects, impacts and outcomes and how to assess them? This includes the challenge communication has to generate and transfer knowledge, counting on proper methods to monitor, assess and evaluate values in the relationships that are established between public sector organizations and citizens such as transparency, trust, accessibility, responsiveness, profiling and engagement. The use of big data for understanding public services' end-users and stakeholders (expectations, attitudes, acceptability, satisfaction, etc.) is also an area of interest.
- *Digital Public Sector Communication*: the impact of new media on public sector management, including the exploration of new ways of interaction, the development of electronic media, risks, opportunities and challenges of the development of technologies for public sector management.

Practicalities

Important dates:

- ✓ Deadline for submission of abstracts: May 17, 2023
- ✓ Deadline for notification to the authors: May 31, 2023
- ✓ Deadline for online submission of full papers: August 17, 2023
- ✓ EGPA PhD Symposium 5-6 September 2023
- ✓ EGPA 2023 Conference: 6-8 September 2023

EGPA 2023 Conference Website: <https://www.egpa-conference2023.org/>

EGPA 2023 Conference Management System: <https://www.conftool.org/egpa-conference2023>

For any questions regarding EGPA 2023, please contact us at: f.maron@ias-iisa.org

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