



# XXIV INTERNATIONAL CONGRESS ON PUBLIC AND NONPROFIT MARKETING



Katowice, Poland



2-5th July 2025

**"FROM THE PAST TO THE FUTURE: PUBLIC AND NONPROFIT MARKETING FOR THE DEVELOPMENT OF POST-INDUSTRIAL AREAS"**

Dear Researchers,

In 2025, the **Katowice Business University** will host scholars from around the world specializing in public and nonprofit marketing research.

The 2025 Congress continues the over 20-year tradition of the **International Association on Public and Nonprofit Marketing (IAPNM)** while simultaneously aligning with the programmatic framework of the European City of Science initiative, a title held by Katowice in 2024. The concept of the European City of Science intersects with public marketing in multiple dimensions. This initiative highlights the presence and essential role of scientific institutions within the designated city and emphasizes societal initiatives leveraging science to address everyday challenges. It aims to foster scientific integration, enhance interest in science among younger generations, and support social change.

By selecting the theme "**From the Past to the Future: Public and Nonprofit Marketing for the Development of Post-Industrial Areas**," we seek to draw attention to the unique context of the Metropolis GZM, a region undergoing socio-economic and technological transformation since the 1990s. Historically rooted in traditional industry and the culture shaped around it, this region, like many others, faces economic, environmental, technological, and social challenges while considering its cultural heritage.

Framing the marketing aspects of post-industrial transformations as the core theme of the Congress, the organizers anticipate an in-depth discussion on the necessary economic, technological, and socio-cultural shifts required to address the challenges of the 21st century. The debate will encompass marketing perspectives on topics such as health promotion, sustainable development, the design of citizen-friendly public spaces, the transition from traditional industries to modern ones, citizen science, and the creation and management of narratives that align with stakeholder expectations. We firmly believe that all these efforts are inseparable from public and nonprofit marketing.

The Congress organizers invite research presentations that contribute to a deeper understanding of how public entities and nonprofit organizations operate, how they collaborate with commercial or business organizations to achieve social objectives and public good.

We hope that the Congress in Katowice will bring us closer to a more profound comprehension of the mechanisms driving non-business marketing through engaging discussions.

We encourage submissions of papers and presentations that explore, from the perspective of marketing in public, nonprofit, social organizations, and the emerging fourth sector, topics including but not limited to:

- Revitalization, renovation, rebranding of territories – theoretical, conceptual, and definitional challenges.
- Public marketing in the processes of decarbonization and energy transformation.
- Marketing of post-industrial heritage. Enterprises, innovations, and social economy in the context of the decline of traditional industry.
- Contestation and resistance: The role of NGOs, the fourth sector, and informal social movements in the development of post-industrial areas.
- The role of ESG in the development of post-industrial areas.
- City games: brand building and sustainable territorial marketing.
- Public and nonprofit marketing in the age of artificial intelligence and social media.
- Social marketing. Marketing of public services (education, health, public administration).
- Sustainability and responsibility: circular economy, sharing economy.
- Richard Florida revisited: new transformation solutions and development of creative sectors such as e-sports and game development.

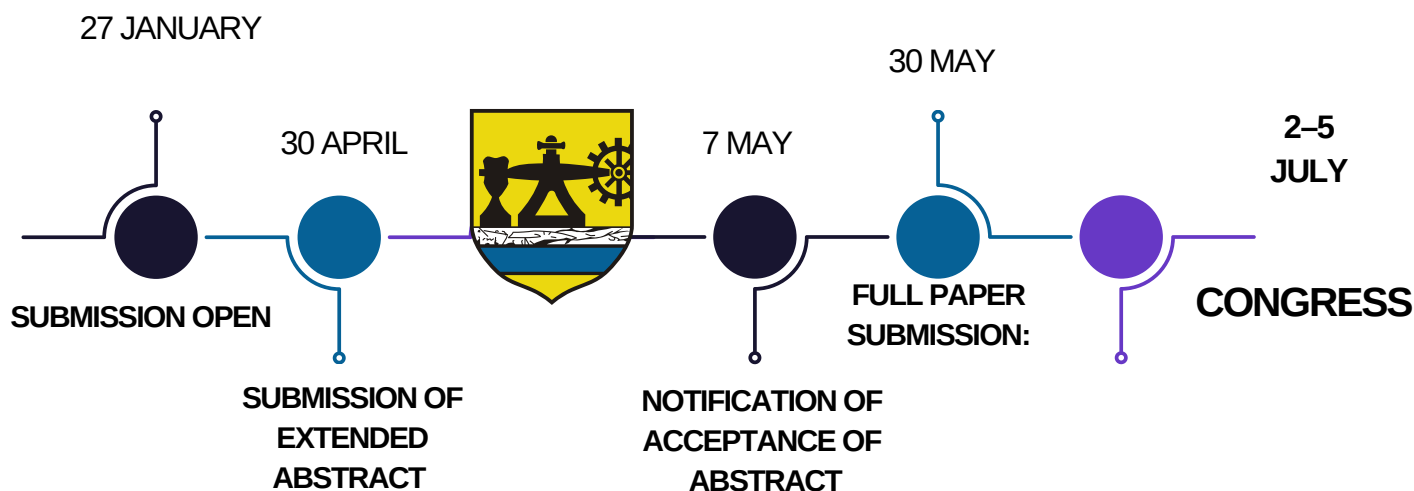
Greetings

dr Marta Adamczyk  
Rector KBU





## IMPORTANT DATES & DEADLINES



## SUBMISSION

All submission details can be found on the website: [www.iapnm25.kbu.edu.pl](http://www.iapnm25.kbu.edu.pl)  
Please submit abstracts in English to the following email address:  
[ICPNM2025@akademiagornoslaska.pl](mailto:ICPNM2025@akademiagornoslaska.pl).

## REGISTRATION

To register for the congress, please visit: [www.iapnm25.kbu.edu.pl](http://www.iapnm25.kbu.edu.pl)



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