



Nonprofit Marketing Track

For the second year in a row, CMIC invites scholars from China and from all around the world to submit their best work to the non-profit marketing track. Scholars from Marketing or from the social sciences interested in the marketing of nonprofit organizations are invited to investigate this dynamic sector by providing a deeper understanding of various phenomena, such as but not limited to:

- ✓ Understanding the branding of NGOs in China and the differences with branding of nonprofits in the West
- ✓ Developing effective marketing campaigns to counter the high level of donors' mistrust in Chinese NGOs
- ✓ Exploring how donors perceive NGOs vs. GONGOS, local vs. international NGOs, and how these perceptions affect their donation behavior
- ✓ Exploring how major donors behave in China and how they differ from major donors in the West
- ✓ Understanding the role of Chinese culture in explaining and predicting donor behavior
- ✓ Identifying marketing challenges for International NGOs working in China
- ✓ Exploring the relationship between guanxi, donation, and fundraising
- ✓ Identifying the most innovative and efficient ways of collecting donations in China
- ✓ Exploring how to brand a cause in different Chinese provinces and/or cities
- ✓ Exploring the similarities/differences between non-profit marketing in the "Chinese Triangle" (Mainland China, Hong Kong and Taiwan)

- ✓ Exploring how to marketize NGO programs to potential beneficiaries and how to maximize current beneficiary satisfaction and well-being
- ✓ Documenting the evolution of the professionalization of marketing in the non-profit sector in China
- ✓ Understanding the importance of online communities in donor behavior in China
- ✓ Etc.

Track Chair: Jonathan Deschênes

Associate Professor

Marketing Department

HEC Montréal

Jonathan Deschenes, PhD, is an associate professor of marketing at HEC Montreal. He is a founding member of HEC Montreal's IDEOS strategic hub (economic development of social organizations). His work has been presented in international conferences such as the Association for Consumer Research Conference, the European Marketing Academy Conference, and the International Conference Promoting Business Ethnics. With his co-authors, he published articles in journals like Journal of Consumer Psychology, Journal of Business Research and Journal of Consumer Culture. His research interest focuses on the myths regarding the nonprofit sector, reciprocity, donation, and third-party fundraising, in Canada and China.

Track Chair: Yanan Wang

Associate Professor

Marketing Department

Bishop's University

Yanan Wang, PhD, is an associate professor of marketing at Bishop's University, Canada. Her research focuses on consumer well-being, gift-giving and philanthropic donations.