



**IAE Lille University School of Management, Lumen ULR 4999, l'École des Hautes Études en Santé Publique, FSEG of UCL, ISTEC, CERI, ADEM Santé +
organize at ISTEC Paris :**

on Wednesday, June 29, 2022

7th Health Marketing International Day

with the support of::

*subject to
the agreement of*



association
française
du marketing



Call for papers

Deadline for submissions: 1st april 2022

While not exhaustive, the main topic addressed during this 7th JIMS will be :

***Evolution or revolutions in health marketing
linked to Covid-19 pandemic?***



Health marketing refers to systematic application of marketing principles in the very large, heterogeneous and complex field of human health (Crié and Chebat, 2013). The Centers for Disease Control and Prevention (CDC) defines it as a movement that seeks to create, communicate, provide information or even propose interventions using consumer-centered and science-based strategies in order to protect and promote population health.

Health marketing refers to several sub-disciplines such as social marketing (Gallopel-Morvan et al., 2019), service marketing, consumer behavior, hospital marketing, pharmaceutical marketing, public health, health education, sociology, or psychology (Crié and Chebat, 2013; Stremersch, 2008; Bernhardt, 2006).

Application field of health marketing is on a broad because it addresses several actors in its value chain, namely: patients, governments, financial intermediaries (private or public insurance), actors healthcare (hospitals, doctors, caregivers, healthcare networks, etc.), product intermediaries (pharmacists, distributors, purchasing centers) or even the pharmaceutical diagnostic and equipment industries (Stremersch and Van Dyck, 2009; Stremersch, 2008; Burns, 2005).

Health marketing is impacted than ever by the Covid-19 pandemic. Its recommendations and its implementation become essential to better control the pandemic and influence the acceptance and voluntary cooperation of individuals and populations towards preventive measures against the spread of Sars-Cov-2 (Lee, 2020; Odigbo et al. ., 2020). This JIMS 2022 offers innovative and thoughtful discussions on the key issues of health marketing in the face of the Covid-19 pandemic, but remains, of course, completely open to the subjects usually dealt with.

Aims of the 7th International Health Marketing Day

Like the first ones, these seventh International Health Marketing Day, like the first ones will aim at deepening the reflection on the field of health marketing in order to determine perspectives, strategies and marketing practices that have been mobilized or could be mobilized to limit the spread of Covid-19 and its numerous variants as well as the impact on caregivers and care structures. These days, transversal in nature, privilege the debate and the exchange between researchers but especially the close interaction and the dialogue with the different professionals of the sector during joint workshops oriented towards a current theme and carried by the different actors.

Five thematic Axes

For this International Health Marketing Day, we encourage work from a variety of perspectives: empirical or conceptual, organizational or individual, qualitative or quantitative, from academics, doctoral students, and practitioners. International contributions are welcome. All submissions should clearly focus on health marketing issues (as broadly defined in the introduction).

Papers in this area may include, but are not limited to, topics in the following areas, for example:

Axe 1 : Social marketing

In the context of the pandemic, social marketing offers different perspectives on its principles, strategies or best practices that have been - or could have been - applied to reduce the spread of Covid-19. This axis focuses on the field of prevention by concentrating, for example, on the study of specific segments (vulnerable people, health professionals, positive testers, etc.); of the behaviors influenced (barrier gestures, social distancing, quarantine, vaccination, etc.); of the benefits of and obstacles to preventive behaviors; or of the marketing tools mobilized, etc. (Lee, 2020)

Axe 2 : Hospital and medico-social marketing

Le marketing hospitalier et médico-social mobilise le marketing stratégique et opérationnel pour améliorer la prise en charge, les soins ou encore le bien-être du patient en s'engageant auprès du public ou en présentant, par exemple, des connaissances médicales. Tout en apportant son expertise organisationnelle et médicale, l'hôpital fait face à l'arrivée de nombreux patients atteints par la Covid-19 l'obligeant sans cesse à s'adapter. Cet axe s'intéresse alors au domaine hospitalier et médico-social en se concentrant par exemple sur l'étude de l'augmentation de la charge de travail et du stress psychologique du personnel médical; de la prise en charge du patient Covid-19; des retards dans les traitements par un report des visites hospitalières chez les patients ; de la communication vers le grand public etc...

Axe 3 : Le marketing pharmaceutique et des fournisseurs

The pharmaceutical industry is continuously adapting under the effect of scientific progress, research, financial constraints, etc., in order to satisfy the demand for wellness and to offer advances that change the lives of patients and citizens of the world. In the context of the pandemic, the industry has brought a perspective to the fight against Covid-19 by developing vaccines and certain treatments. This axis is then interested in the marketing of the vaccination, the prescription of the vaccination, the citizen prescribing his vaccination, the communication B to B to D to C or the new stakeholders and actors born of this pandemic etc. ...

Axe 4 : Public Health

For several decades, the scientific community has been warning states about the dangers of emerging infections and the specter of a possible global pandemic (Lederberg, 2003). Despite the warnings, the emergence of the coronavirus and its rapid spread throughout the world will cause a public health crisis. In the early stages of the crisis, the public health community found itself having to mobilize only non-pharmaceutical interventions to curb the spread of the virus. Today, the focus is on addressing vaccine hesitancy and refraction. This axis focuses on the study of public health measures to reduce the transmission of Covid-19 such as bans on public gatherings, lockdowns, mandatory school closures, closure of non-essential businesses, implementation of telecommuting, masking, quarantine, cluster management, speaking out, vaccine pass, for example.

Axe 5 : Healthcare providers

Family doctors, pharmacies, and private practice nurses, midwives, dentists, and veterinarians are at the heart of the COVID-19 effort. Telemedicine has become a key innovation opportunity with non-emergency visit management and viral "triage" appointments. Pharmacies are stepping up their role as a community health player by being entrusted with the management of antigenic testing and vaccination. Doctors, nurses and pharmacists are taking up the challenges of motivation and access to vaccination during the pandemic. This axis is therefore interested in the study of the role, the organization and the mobilization of local health professionals.

Two forms of communication are expected

1. academic contributions questioning the theories that can be mobilized in the field of health marketing in its various components;
2. pragmatic contributions posing field problems relating to the implementation of innovative operating methods, which will make it possible to highlight the evolution of practices in the direction of the implementation of "marketing" strategies and policies (contributions from field actors).

Three presentation types

1. Standard academic papers (15 minutes for presentation, 10 minutes for questions)
1. Papers in the form of about 10 power-point slides for pragmatic contributions and a 15-minute presentation (10 minutes for questions).
2. "Work in progress" or poster type communications to present work in progress or bibliographic and/or theoretical syntheses.

Publication for academic papers

Accepted and presented papers (in French or in English) will be published as proceedings on the International Health Marketing Day website, unless the authors advise otherwise (only the presentation slides or the abstract will then be put online). A selection of the best papers will be made by the Scientific Committee in order to propose them for publication in an academic journal affiliated with the AFM or ARAMOS

Si votre recherche, fondamentale ou appliquée, présente une contribution académique significative, soumettez-la sans plus attendre à l'une des deux revues scientifiques de l'afm (www.afm-marketing.org)



Calendar

Friday 1st april 2022	Submission deadline for the academic papers in French or English (on electronic word file) or pragmatic contributions (with power point presentation).
Monday May 2nd, 2022	Notification of acceptance/rejection of submitted proposal (academic papers and PowerPoint presentations)
Wednesday 1st june 2022	Deadline for the receiving of final papers / communications revised by authors (electronic file)
Wednesday June 29, 2022	7th International Health Marketing Day ISTEC Paris

Instructions for authors

All correspondence related to the submission process must be in electronic format (name_firstname.doc or .ppt) to the following address: jims2022@mailistec.fr

1/ Papers in academic format in French or English will be presented in the same format as the 38th Congress of the French Marketing Association:

- Papers (5 pages maximum, times 12, single-spaced and with 2.5 margins including bibliographic references, figures and appendices) presenting successful research on a conceptual and/or empirical level. Submitted papers will be double-blind reviewed by two reviewers.

2/ Power point presentations will be in a free format. The first page will include the title, the name of the author and his/her institution as well as his/her contact information, the last page will be devoted to the bibliography if applicable.

Scientific Committee

Pdt : Dominique Crié, Professeur, IAE Lille University School of Management, Lumen ULR 4999.
VP: Karine Gallopel-Morvan, Professeur, EHESP, ARENE UMR CNRS Institut du Management
VP: Christelle Quero, Maître de Conférences, IAE Lille University School of Management, Lumen ULR 4999.
VP: Annabel Martin-Salerno, Maître de Conférences HDR, IAE Lille University School of Management, Lumen
Sophie-Lacoste-Badie, Professeur, IAE Lille University School of Management, Lumen ULR 4999.
Amira Berriche, Maître de Conférences HDR, IAE Lille University School of Management, Lumen ULR 4999
Laurent Carpentier, Maître de Conférences HDR, IAE Lille University School of Management, Lumen ULR 4999
Etienne Minvielle, Professeur Ecole Polytechnique.
Nicolas Vaillant, Professeur Université Catholique de Lille, LEM
Jan-Cedric Hansen, Director, StratAdviser, London, GB
Christine Le Clainche, Professeur, Faculté Sciences Economiques Sociales et Territoires, U Lille, LEM UMR CNRS 9221
Thomas Morgenroth, Maître de Conférences, Sciences du médicament et des autres produits de santé CRDP ULR 4487
Mathilde Gollety, Professeur, Université Paris 2 Panthéon-Assas
Benoit Dervaux, Maître de conférences HDR, Université de Lille
David Crainich, Professeur IESEG, LEM
Christian Ben Lakhdar, Professeur, Université de Lille, LEM
Loick Minvielle, Professeur assistant, EDHEC
Olivier Droulers, Professeur, Université Rennes 1, IGR-IAE, CREM
Gloria Dossou, Maître de Conférences, (ILIS, Université Lille, Lumen)
Jean-Luc Herrmann, Professeur, Université de Lorraine, CEREFIGE
Fabrice Clerfeuille, Maître de Conférences, Université de Nantes
Sandrine Cueille-Renucci, Maître de Conférences, Université de Pau et des Pays de l'Adour, IAE Pau, CREG
Jacques-François Diouf, Maître de Conférences (Université Rennes 1, IGR-IAE, CREM)
William L. Dougan, Professor, University of Wisconsin, Whitewater, USA
Thierry Nobre, Professeur, EM Strasbourg, Université de Strasbourg, HuManiS
Aymery Constant, Maître de Conférences, EHESP, SHSCS, UMR 190 EPV
Jocelyn Raude, Maître de Conférences, EHESP, ARENE UMR CNRS
Françoise Andréani, Directrice, INSEMMA
Juan Rey Miguel, Professeur Assistant, Université de Grenade, Espagne
Sophie Rieunier, Professeur, à l'Université Paris Est - Marne la Vallée
Eric Rambeaux, Solvay Pharma, Vice President Screening & Analytics, Belgique
Kaouther Saied-Benrached, Professeur, Faculté des Sciences Economiques et de Gestion, Tunis
Gerard Hastings, Professor, University of Stirling (UK)
Jean-François Lemoine, Professeur, Université Paris I Panthéon Sorbonne, PRISM
Mathias Waelli, Maître de Conférences, Université de Genève
Pierre Valette-Florence, Professeur, UPMF Grenoble, IAE, CERAG
Anne-Françoise Audrain-Pontevia, Professeur - Département de marketing, UQUAM
William Menvielle, Professeur, Université du Québec à Trois-Rivières
Christophe Bezès, Enseignant/Chercheur, HDR, ISTECH Paris, CERI
Ronald Boucher, Enseignant/Chercheur, ISTECH Paris, CERI
Jérôme Bêche, Enseignant/Chercheur, ISTECH Paris, CERI
Gilbert Giacomoni, Maître de conférences, AgroParisTech, Univ. Paris Saclay, UMR Applied Economics Inrae

Steering committee

Pdte : Christelle Quero (IAE Lille University School of Management, Lumen)
VP : Dominique Crié (IAE Lille University School of Management, Lumen)
VP: Karine Gallopel-Morvan (EHESP, ARENE UMR CNRS)
VP : Dominique Baruel Bencherqui (ISTECH, Paris, PRISM)
Eric Le Deley (ISTECH, Paris, CERI)
Annabel Martin Salerno (IAE Lille University School of Management, Lumen)
Phool Kumar (IAE Lille University School of Management, Lumen)
Nicolas Vaillant Professeur, Université Catholique de Lille, LEM
Jan-Cedric Hansen (MD, Stratadvisor)

Registration

Depending on the subscriber's profile, the registration fees for the 4th International Health Marketing Day, that include delivery of the proceedings electronically, lunch and networking breaks, present as follows:

- . Non-academic participant: 200 euros
- . Academic participant: 120 euros
- . ARAMOS or AFM Member: 90 euros
- . Author or co-author of a paper / communication: 75 euros
- . PhD students and full-time students: 50 euros

In order to be able to welcome you in good conditions, we thank you to send us by e-mail or by mail, as soon as possible and before May 20, 2022, your registration form (which will be diffused in a second time) accompanied by the payment or announcing a purchase order.

Conference Location : ISTECH Paris, 128 Quai de Jemmapes, 75010 Paris

Information request: jims2022@mailistec.fr

Website: en cours de création

Références

Bernhardt, J. M. (2006). Improving health through health marketing. *Preventing Chronic Disease*, 3(3).

Crié, D., & Chebat, J. C. (2013). Health marketing: Toward an integrative perspective. *Journal of Business Research*, 66(1), 123-126.

Burns, L. R. (2005). *The Business of Healthcare Innovation*. Cambridge, U.K.: Cambridge University Press.

Gallopel-Morvan., Nguyen Thanh V., Arwidson P., Hastings G. (2019), Marketing social. De la compréhension des publics au changement de comportement, presses de l'eheesp.

Lee, N. R. (2020). Reducing the spread of COVID-19: A social marketing perspective. *Social Marketing Quarterly*, 26(3), 259-265.

Lederberg, J., Hamburg, M. A., & Smolinski, M. S. (Eds.). (2003). *Microbial threats to health: emergence, detection, and response*.

Stremersch, S., & Van Dyck, W. (2009). Marketing of the life sciences: A new framework and research agenda for a nascent field. *Journal of Marketing*, 73(4), 4-30.