



The [Marketing and Retail Special Interest Group](#) of the British Academy of Management and the [Marketing and Communications Group \(MARCOMMS\)](#) of the School of Business and Management at Queen Mary University of London are organizing a one-day workshop on “Social Marketing and Behaviour Change” on Friday 24th of April 2015 at the School of Business and Management, Queen Mary University of London.

The aims of the event are:

- 1) to bring together and share research findings and directions for future research;
- 2) to provide the opportunity for researchers and practitioners to network with colleagues in the field of social marketing and behaviour change and showcase their work;
- 3) to link academia and practice by providing a networking opportunity and exchange of ideas between academics and practitioners.

Call for papers closes on 17 February, 2015.

<http://www.europeansocialmarketing.org/2015/01/09/social-marketing-and-behaviour-change-workshop/>