

INSEAI 2023 - DISCUSSION

FROM SOCIAL MARKETING TO THE APP: INFORMAL EMPLOYMENT, DECISION-MAKING AND SOCIAL CHANGE



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16:00 (CEST) / 14:00 (UTC)

Place: IPP / online

[Link to Google Meet](#)

ABSTRACT

This discussion explores the role of social marketing in understanding labour informality and in designing digital tools aimed at social change. The session will discuss how these approaches can contribute to the development of an academic app on labour informality, with particular attention to communication strategies, user trust, data ethics, and their potential for research and public policy design. The session will be in Spanish with automatic translation into English.

More information: INSEAI2023@uam.es

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