

Book of Abstracts

1st Croatian Direct Marketing Association Conference

THEME:
INTEGRATED MARKETING
Challenges of big data technology



1st Croatian Direct Marketing Association Conference
(1st CRODMA Conference 2016)

BOOK OF ABSTRACTS

THEME:
INTEGRATED MARKETING
Challenges of big data technology

Varaždin, Croatia
20th – 21st October 2016

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CRODMA is a free trade association, which brings together, includes and connects individuals and legal entities engaged in direct and interactive marketing, with the aim of promoting more efficient and more effective management in all areas of Republic of Croatia using the principles, ethics, concepts, knowledge, skills, tools and techniques of direct and interactive marketing. The Association is active in professional and organizational sense independently and in line with the Statute.

MISSION

CRODMA's mission is to support the development and status of direct and interactive marketing as a business strategy.

The mission will be achieved by supporting: development of a legislative framework that will enable prosperity of activities of direct and interactive marketing and market equality of CRODMA members, promotion of activities of direct and interactive marketing to the public (political, economic and general) as a successful business strategy in the prevailing market conditions and education of members and communication of achievements so that the direct and interactive marketing would be properly considered in the domestic and international, primarily European market.

VISION

To become a factor in the development and acceptance of the marketing philosophy as the dominant philosophy of business in Croatia.

CRODMA is focused on the popularization and development of direct and interactive marketing with its members' influence, contacts and activities related to the presentation of ideas and success of direct and interactive marketing for the business, political and general public.

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PROGRAM DETAILS

Thursday, 20th October 2016

09,00 - 10,00 Conference Registration

10,00 - 12,00 **Opening Ceremony**

Welcome addresses:

President of Program Committee

President of Croatian Direct Marketing Association

Dean of the Faculty of Organization and Informatics Varaždin

County Prefect

Mayor of Varaždin

Keynote speakers:

Professor Kornelije Rabuzin, University of Zagreb, Faculty of Organization and Informatics Varaždin: BIG DATA

Professor Neven Šerić, University of Split, Faculty of Economics: E-OFFER MANAGEMENT ON THE MARKETING PLATFORM/MARKETING MANAGEMENT OF THE E-OFFER

Mr. Sébastien Houzé, Secretary General, Federation of European Direct and Interactive Marketing: TRENDS IN DATA-DRIVEN MARKETING AND HOW REGULATIONS WILL SHAPE THE FUTURE OF OUR INDUSTRY

Guest presenters:

Igor Vulje, Croatian Personal Data Protection Agency

Dražen Oreščanin, Poslovna inteligencija d.o.o.

Vladislav Valiček, Nove Mogućnosti d.o.o.

12,00 - 12,30 Coffee Break

12,30 - 14,00 **Paper presentations** – parallel sessions

14,00 - 15,30 Lunch

19,00 - 21,00 Dinner in Varaždin City

Friday, 21st October 2016

10,00 – 11,30	Paper presentations
11,30 – 12,00	Coffee Break
12,00 – 12,30	Plenary session and conference feedback
12,30 – 13,00	Lunch

SESSIONS

Thursday 20th October 2016

12,30 - 14,00

Session 1

Room 1

Dražena Gašpar, Mirela Mabić

SOCIAL NETWORKS AS MARKETING TOOL IN IT COMPANIES

René Schuster, Michael Brickmann

EFFECTIVE USAGE OF SOCIAL MEDIA FOR MARKETING AND CUSTOMER SUPPORT

René Schuster, Michael Brickmann

EARNING TRUST FROM CUSTOMERS - LABELS OF TRUST AND CERTIFICATES AS INSTRUMENT TO A SUCCESSFUL E-BUSINESS

Elizabeta Bolarić

THE CORRELATION BETWEEN SOCIAL MEDIA APPLICATIONS USE AND THE NUMBER OF REQUESTS FOR PROPOSALS IN TOURISM

Sanja Bijakšić, Brano Markić, Arnela Bevanda

SOCIAL NETWORKS AS CHALLENGE FOR MARKETING INTELLIGENCE

Ines Marinčić, Mateja Zbodulja

PERCEPTION OF THE SOCIAL NETWORKS' IMPACT ON THE REPUTATION OF ICT COMPANIES

Antun Biloš, Davorin Turkalj, Ivan Kelić

MICRO-MOMENTS OF USER EXPERIENCE: AN APPROACH TO UNDERSTANDING ONLINE USER INTENTIONS AND BEHAVIOR

Marija Tomašević Lišanin, Albert Galfi, Mirko Palić

ROLE OF THE NEW MEDIA AS A DISTRIBUTION CHANNEL FOR ACCOMMODATION SERVICES IN TOURISM

Session 2

Room 2

Ivana Dvorski Lacković, Vladimir Kovšca, Zrinka Lacković Vincek

THE POTENTIAL FOR BIG DATA APPLICATION IN THE MARKETING OF BANKING INSTITUTIONS

Mladen Rajko, Aleksandra Krajnović, Ivica Zdrilić

WEB SITE - ONE OF THE KEY TOOLS OF CRM SYSTEM IN LOCAL GOVERNMENT UNITS

Aleksandra Krajnović, Dominik Sikirić, Jurica Bosna

DIGITAL MARKETING AND BEHAVIORAL ECONOMICS

Iva Sorić, Dražen Oreščanin, Marko Štajcer

MARKETING DATA LAKE

Matea Matić, Barbara Puh, Barbara Miloglav

CONSUMER PURCHASE FEATURES TOWARD NATURAL COSMETICS IN ONLINE ENVIRONMENT

Filip Šinko Morandini, Damir Dobrinić

THE ROLE OF SEGMENTATION IN E-MAIL MARKETING

Petra Grd, Iva Gregurec

THE POSSIBILITIES OF BIOMETRIC USAGE IN INTERNET MARKETING

Friday 21st October 2016

10,00 - 11,30

Tanja Bedovec

INTEGRATING CUSTOMER RELATIONSHIP MANAGEMENT AND KNOWLEDGE MANAGEMENT CONCEPTS

Elizabeta Vachkova, Krasimira Staneva

AN EVALUATION OF THE POTENTIAL OF CROSS-BORDER REGION BULGARIA-SERBIA FOR THE DEVELOPMENT OF WELLNESS, MEDICAL SPA AND SPA TOURISM - POSSIBILITIES AND PERSPECTIVES-PART II

Krasimira Staneva

PREREQUISITES FOR BALANCED DEVELOPMENT OF WELLBEING AND MEDICAL SPA IN BULGARIA

Wilson Ozuem, Yllka Azemi

SOCIAL MEDIA: THE MEDIATOR OF CUSTOMERS' COMPLAINT AND FAILURE RECOVERY STRATEGY

Daniela Jurčić, Igor Jurčić

GENDER DIFFERENCES IN ADVERTISING-MISUSE OF WOMEN

Igor Jurčić, Daniela Jurčić

SPECIAL FEATURES OF ADVERTISING ON SOCIAL NETWORKS-LINKEDIN

Zhana Genova

CORPORATE SOCIAL RESPONSIBILITY AS AN ADDED VALUE AND COMPETITIVE ADVANTAGE

Danijel Ferić

DIGITAL MARKETING CROATIAN LOTTERY

Anton Manfreda

NEW BUSINESS MODELS - FROM BUSINESS PROCESS REDESIGN TO THE DIGITAL TRANSFORMATION

Suzana Keglević Kozjak, Tanja Šestanj Perić

BONITEST ANALYSIS OF COMPANIES IN PRE - BANKRUPTCY PROCEEDINGS

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**AN EVALUATION OF THE POTENTIAL OF CROSS-BORDER REGION
BULGARIA-SERBIA FOR THE DEVELOPMENT OF WELLNESS,
MEDICAL SPA AND SPA TOURISM - POSSIBILITIES AND
PERSPECTIVES-PART II**

ABSTRACT

The aim of this study is to analyze the potential of Cross-border region Bulgaria-Serbia for development of balanced Wellness and SPA tourism in line with the medico-biological and medico-social assessment of tourism resources and professional competency of the employees.

More than 30 mineral springs and 21 touristic objects have been studied. There are good medico-biological conditions for the development of intensive medical SPA, Wellness and SPA tourism. The combination of free spring's flow and specific climate conditions is a big advantage for the development of high specialized tourism as medical SPA. On the other hand, the lack of a working model for control of health risk, environmental and safe working conditions in SPAs, is one

of the obstacles before this tourism development. The obtained results show need to develop specific skills and professional competencies of the personnel.

A new model for management of Wellness and SPA tourism , based on competency modeling is presented.

The core idea of this model is finding a good balance between indoor and outdoor environment, highly qualified personnel and quality services. The necessity of competency framework and certifying the medical SPA and SPA services, implementing the quality management system (QMS) and health risk assessment system (HSE) is outlined with the view of promoting the specialized tourism product on the international market.

Keywords: Wellness, medical SPA tourism, competency model, Cross-border region Bulgaria- Serbia

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BONITEST ANALYSIS OF COMPANIES IN PRE-BANKRUPTCY PROCEEDINGS

ABSTRACT

For illiquid and insolvent companies operating in the Republic of Croatia a possibility for financial and operative restructuring has been introduced in order to enable the continuity of operations for such companies. The aim of the paper is to research the financial rating the companies have or had before, during and after pre-bankruptcy proceeding in order to establish the risks of business cooperation with these companies.

Financial ratings of companies were measured by BONITEST model. The model was developed so as to enable a quick and efficient solvency control for business partners operating in the Republic of Croatia and is accessible on the web pages of Računovodstvo, revizija i financije magazine. Since companies operating in the Republic of Croatia face significant credit risks reflecting in uncollectible

receivables, it is necessary to pay special attention to the control of business partner's solvency.

The results of the research have shown that the majority of companies has a low or the lowest rating in the period before, during or after pre-bankruptcy proceeding. Such rating implies that there is a very high bankruptcy threat in these companies even after the conducted pre-bankruptcy proceeding. Owing to that, business cooperation with such companies faces significant credit risks and calls for strong payment insurance instruments. Although the results of the research suggest that the pre-bankruptcy proceedings have not significantly improved the solvency of the observed companies, it is necessary to consider the usefulness of future pre-bankruptcy proceedings in the Republic of Croatia from the social perspective as well, which has not been taken into account in this paper.

Keywords: BONITEST, financial statements analysis, companies in pre-bankruptcy proceeding

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CONSUMER PURCHASE FEATURES TOWARD NATURAL COSMETICS IN ONLINE ENVIRONMENT

ABSTRACT

The trend of natural cosmetics is increasing round the world as consumers are becoming more aware of the benefits of natural products. The aim of this study is to identify the consumer attitudes towards natural cosmetic products. Also, the paper determines the consumer purchase intention towards product of natural cosmetics and the features of pre purchase consumer behaviour in online environment. The data was collected online survey research conducted in March and April 2015 on a sample of 204 respondents in the Dubrovnik-Neretva County. The descriptive and inferential statistics were used. The results suggest that most consumers have positive attitude towards products of natural cosmetics.

However, the survey also found that consumers are not inclined to purchasing products of natural cosmetics in online environment. Furthermore, the results of correlation analysis indicate statistically significant, moderately strong relation between attitude toward natural cosmetics and consumers' pre purchasing behaviour toward natural cosmetic products.

Keywords: consumer purchase intentions, consumer attitudes, pre purchase behavior, natural cosmetics, online environment

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CORPORATE SOCIAL RESPONSIBILITY AS AN ADDED VALUE AND COMPETITIVE ADVANTAGE

ABSTRACT

The issue SR (social responsibility) in theoretical aspect is on focus in research and publications mainly in the last sixty years, but SR practices were applied by business through charity, philanthropic and other support community action more than 100 years ago.

This article put the theoretical foundations of the problem of examination of SR practices in business as an added value with which they can identify and became more competition-capable in modern business conditions. Emphasizing SR business advantage in creating sustainable business relationships and trust between business and customers.

Keywords: corporation, (SR) social responsibility, business, advantage, added value, customers, (CSR) corporate social responsibility

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MARKETING DATA LAKE

ABSTRACT

Big data allows marketers to define and describe their customers at a more detailed and precise level than it was even considered possible just a couple of years ago. With the speed this field is evolving, big data is becoming increasingly important in the marketing domain.

While it is not a problem to collect the data, the problem remains to leverage these vast amounts of data, coming from different sources, in an efficient manner. Most marketing departments use many marketing applications, causing data fragmentation problems. This paper describes a different, data-driven approach that refers to this problem by using the Data Lake concept allowing the

marketers to leverage data as their biggest and most valuable resource in a more agile and flexible manner. The goal is to collect the data, across all applications and channels, consolidate it and analyze all at once, regardless of source and type, which will enable a more complete picture of customer behavior than ever before, answer questions that were previously unanswerable, give rise to many other possibilities, and by extension – lead to more profit.

We describe in detail the strategy and its benefits, give an overview of technologies in terms of functionalities inside the Data Lake architecture, and finally, we elaborate the advantages of this concept, in comparison to traditional marketing techniques, through some of the many use cases that show how this approach can respond to the challenges of marketing today and in the future.

Keywords: Data Lake, big data, data-driven marketing, customer interactions, big data analytics

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DIGITAL MARKETING AND BEHAVIORAL ECONOMICS

ABSTRACT

The use of modern technologies affects all spheres of modern life. Social and economic life becomes impossible without fast, relevant, high-quality and timely information. More recent scientific discovers, as well, talk about new insights in the behavior of homo economicus, as individual who, it is revealed, in his decisions in economic behavior actually is not primarily motivated by utility, but the decision-making process including other mechanisms, except cognitive. However, even these cognitive processes occur in a specific way, such as using heuristics (shortcuts) in decision-making.

Furthermore, "familiarity" of the product, emotions, risk assessment, etc., are relevant factors of the decision-making process in consumer behavior when deciding on a purchase.

What new processes, new aspects and new challenges, these facts set on marketing? Is marketing, in these new circumstances, increasingly important in modern life? In which way marketing processes must innovate to keep up with new marketing age? And, finally, are we nowadays facing the era of the „new marketing aesthetics“ and the new marketing paradigm or is a modern digital marketing just a tool used on the platform of the classical marketing paradigm? These are issues that the authors, using a multidisciplinary approach, examine in their paper, with the aim of better understanding of (not only digital) marketing, but also of the new post-industrial era where marketing place a significant role in the lives of individuals, business organizations and other organized entities.

Keywords: behavioral economics, consumer behavior, "aesthetics of marketing", marketing paradigm, post-industrial era

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DIGITAL MARKETING CROATIAN LOTTERY

ABSTRACT

Digital marketing in Croatian Lottery will be presented through campaigns for 3 popular games of chance: Eurojackpot, sports betting, and the online casino. Eurojackpot is the first international game of chance in which the Croatian Lottery has participated together with other European operators since 2013. Eurojackpot is available in 17 countries with approx. 270 million inhabitants. The aim of the Eurojackpot campaign is to keep the existing player base and attract new players as well as achieve success without spill over from our traditional games. It is therefore very important to target the promotion of new games to young, unconventional players. Eurojackpot and sports betting can be played online and offline. The Croatian sports betting market is very competitive (legal and unfair competition) and therefore requires careful selection of advertising media. The online casino, called icasino, includes games on slot machines and tables for games of chance, bingo, and poker exclusively online. The icasino campaign started in spring 2015 and was primarily focused on the introduction of new products to the Croatian market. A particular challenge in designing the campaign was the positioning of Croatian Lottery on the unfair competitive market emphasising the distinction from other operators that offer games

without a concession for organising games of chance in Croatia. Therefore, the campaign used the slogan 'first in Croatia legally' which, apart from saying that icasino is legal, highlights the fact that it is also the first (legal) such online resource in Croatia.

Keywords: Croatian Lottery, digital marketing, game of chance, Eurojackpot, sports betting, icasino

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**EARNING TRUST FROM CUSTOMERS - LABELS OF TRUST AND
CERTIFICATES AS INSTRUMENT TO A SUCCESSFUL E-BUSINESS**

ABSTRACT

Earning customers trust is hard to get, and it's even harder to keep the trust. There are several ways to show your customers that you are handling the data provided with care and that you are abiding the rules and regulations. If the trust of a customer is lost, it can't be restored easily, in most cases, the customer is lost.

This paper shows which certificates and labels of trust are commonly used and which levels of trust exist. Furthermore, it will be shown how to get certified, how to implement the certificates and labels in a website or web-shop and how certificates can be checked for validity. The importance of reviews and customer support via social media channels is shown, examples are given.

Keywords: Trust, Customer relations, E-Business

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EFFECTIVE USAGE OF SOCIAL MEDIA FOR MARKETING AND CUSTOMER SUPPORT

ABSTRACT

The fact that social networks used for business more often as a successful tool for a variety of areas is well known. More and more companies use the wide range of internal communication, customer loyalty, or for, the now already classic, Social Media Marketing. Even 56,5% of the German Companies used Social Media in 2014 for another area – the customer support. This paper addresses the most important aspects of social media customer service, in particular best practices, experiences, trends of recent years, and especially the question if the classic customer support can be replaced by the usage of social media. Furthermore examples and advices are given and explained.

Keywords: Marketing, Social Media, E-Business

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GENDER DIFFERENCES IN ADVERTISING - MISUSE OF WOMEN

ABSTRACT

Advertisements are absolutely everywhere. They do exist in a huge quantity everywhere around us and many people do not notice them at all. Mut, It is very imortant to research them because they are very indicative and they represent, in a way, system in which we live.They have and influence on the construction of our identities but also on the notion of social roles and on the difference between women and men. In this context, it is interesting to watch advertisements in terms of gender stereotypes as well as the use of women's bodies in the advertising industry. The aim of the analysis of advertising content to determine the extent to which a woman's body used in advertising but also the violation of a law on gender equality in advertising content.

Keywords: advertising, advertisement, stereotype, sexism, women.

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INTEGRATING CUSTOMER RELATIONSHIP MANAGEMENT AND KNOWLEDGE MANAGEMENT CONCEPTS

ABSTRACT

Ever since the influential study by Reichheld and Sasser (1990), which showed the large impact on profitability of small increases in customer retention rates (CRM), the marketing community has been more conscious of the need to manage relationships in the long terms as well. The concept of CRM and knowledge management both focus allocating resources to supportive business activities in order to gain competitive advantages. In order to establish effective coordination of all employees, modern approaches to the CRM system enables a common view on the daily activities and tasks, which is especially important to small companies whose employees perform different functions, and their performance depends heavily on the work of others involved in the process. CRM can successfully bridge the communication delays between the "front" and "back office". In order to encourage a quick and efficient performance of everyday "tasks" employees are assigned tasks to each other via a common interface and come to the right information at the right time in relation to the client. With this approach, sales managers are ready to timely respond to the daily challenges that they were members of the sales team and do not need to wait for the regular weekly sales

coordination. The CRM should prioritize clients, prepare business activities according to the conditions and operating indicators, filter them and processed by different norms.

Keywords: Customer Relationship Management; Relationship Marketing; CRM Process; CRD Definition, CRD Strategy; CRM Programs; Customer relations

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MICRO-MOMENTS OF USER EXPERIENCE: AN APPROACH TO UNDERSTANDING ONLINE USER INTENTIONS AND BEHAVIOR

ABSTRACT

In recent years, in the advent of global internet availability and almost equally omnipresent mobile device usage, online user behavior together with the resulting experience has been changing and evolving at a significant pace. Users do not only spent more time online, they consult online resources and seek information for various goals and are motivated by a variety of needs: those intent-driven actions are dispersed throughout the day (or night) and integrated within their daily activities. The user behavior is determined by specific micro-moments which are truly the moments of consumer needs and therefore the moments the marketers need to be a part of. Furthermore, mobile devices and

smartphones in particular, possess the ability to promptly meet the immediate needs of their users thus shaping new opportunities for marketers to capture and utilize. In order to have a better understanding of online user intention and behavioral patterns, the paper provides an insight of recent studies of user micro-moments within the digital environment. This main goal of this paper is to provide an overview of recent academic and professional papers on the changes in online user experience and behavior and suggest the theoretical background for further research. The mobile devices can directly influence user behavior and emotional states by addressing a wide variety of information needs. The implications of these findings are important as they empower the possibilities of direct marketing in the digital era.

Keywords: micro-moments, mobile devices, online user experience, user behavior

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NEW BUSINESS MODELS - FROM BUSINESS PROCESS REDESIGN TO THE DIGITAL TRANSFORMATION

ABSTRACT

Companies are today faced with challenges that are driven by the new technologies, innovations or the advent of new companies that are completely adapted to the digital era. Modern technological trends, such as social networks, mobile devices, cloud computing and data analytics together with the complexity of coordinating all these aspects are bringing several new issues and unanswered questions. One of the main challenges of the existing companies is transforming their business models into the digital ones. Easily said; however hardly done. Existing companies are heavily relying on the tradition and their past success making that transformation even harder. However, digital transformation cannot be done without rethinking existing business processes. Companies that want to remain competitive should have well-regulated and optimized business processes that are enabling them to efficiently perform their business. Moreover, changing business models is highly related with business process redesign which requires additional endeavour particular in companies with a long tradition. In order to timely prevent irreparable problems, this paper will identify the main factors that are forcing companies to change their business models and examine

some practical examples of innovative digital business models. Furthermore, the paper will also focus on the business process management as an important prerequisite for successful digital transformation. The paper thus analyses the possibilities to implement business process redesign and key challenges during business process redesign implementation. A case study analysis is used to identify factors that are enabling or deferring organizational ability to implement changes including the possibilities for further improvement. Lastly, the paper will focus on the trends that should not be overlooked and will consider the extent to which new business models may continue to affect the future business.

Keywords: digitalization, business processes, business models, transformation, CRODMA

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PERCEPTION OF THE SOCIAL NETWORKS' IMPACT ON THE REPUTATION OF ICT COMPANIES

ABSTRACT

Globalization trends presupposes social cohesion in one network in order to exchange information without any boundaries. Hence, communication technology has a leading role in planning and organization of private lives and, especially, businesses. This paper explains the theoretical concept of social networks' usage as an informational tool for providing content with stakeholders with the purpose of improving reputation and business management.

After integrating social networks into the business structure, it is necessary for the company to plan and evaluate actions as well as to be prepared for the upcoming changes and possible difficulties that may stand in the way. Because of the importance of social networks that nowadays directly impact business results and reputation, this paper focuses on building relationships with

customers and public, planning and evaluating communication strategies and following trends about social networks marketing.

Including social networks in its business is challenging for every industry because it is public, fast and it demands flexibility. This paper demonstrates how social networks affect Croatian ICT companies' reputation. Furthermore, this paper examines, via the survey method, managers' attitudes and opinions about the subject in order to show how companies, whose primary activity is ICT development, use social networks and which behaviours have a good or bad impact in building a reputation.

Keywords: social networks, communication, communication technology, reputation, ICT, Croatian ICT companies, customer relationship management

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PREREQUISITES FOR BALANCED DEVELOPMENT OF WELLBEING AND MEDICAL SPA IN BULGARIA

ABSTRACT

The aim of investigation is to evaluate prerequisites for balanced development of medical SPA and Wellbeing tourism in Bulgaria. An Electromagnetic pollution and Geopthaic stress investigation and ergonomic comfort were the core of the study.

Methods of investigation Different Wellbeing destinations were modeled in area of Bansko, Velingrad and Sunny Beach. Nine high stars SPA hotels, which are situated in different environmental areas were evaluated. In the survey attended 40 clients, 12 medical SPA/Wellness managers and 12 SPA professional Associations members. The quality assessment indicators were: indoor and outdoor environment audit including quality of air, water, soil and mineral resources; implementation of environmental technology – green energy, waste management, HSE (Healthy Safety Environment) Assessment for clients/patients; implementation of Quality Management System (QMS); electromagnetic pollution screening and ergonomic facilities comfort.

Results The obtained results from “Face to face” research are in line with Framework of Bulgarian legislation in the area of SPA tourism The quality of

environmental characteristics of research areas is suitable for development of green/blue tourism. The Ergonomic Audit obtained deficiency of main ergonomic standards for healthy and safety workplace. Electromagnetic pollution and Geopathic stress were not revealed. The Managers opinion about impact of environmental conditions on quality of Wellbeing including Medical SPA services were too varying and depends on professional expertise of staff and client's profile.

All clients need of specific geomedical data of healthy risk assessment and ergonomic audit of hotels and Wellness equipment also.

Conclusion The innovation conceptual model for sustainability development of Wellbeing and Medical SPA in Bulgaria based on some geomedical indicators were obtained. All of them are applicable for planning actions, Risk Analysis and balance development of Wellbeing industry.

Keywords: Wellbeing, medical SPA, tourism, geomedical indicators, HSE, EMP

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ROLE OF THE NEW MEDIA AS A DISTRIBUTION CHANNEL FOR ACCOMMODATION SERVICES IN TOURISM

ABSTRACT

The new media has changed the tourism and hospitality industry on many levels bringing an unprecedented change in the way consumers purchase the accommodation services. More and more consumers in the tourism industry use the new media in order to seek information and purchase. At the same time companies that sell accommodation services, or are intermediaries in their sales, are adapting and rapidly increasing an implementation of the new media in their business as a new and innovative channel of distribution. Use of the new media is therefore widely accepted by accommodation providers in a tourism today. This paper gives a brief review of main forms of the new media, which are used in purchasing and selling of the accommodation services, including web sites (and

blogs), e-mail, social medias and mobile commerce. Two empirical researches have been conducted in order to investigate the role of the new media as a channel for distribution of accommodation services in tourism. The first survey consisted of four in-depth interviews with accommodation service providers and intermediaries in the tourism. Sample consisted of two major hotel companies and two tourist agencies. The main topic was the role of the new media in their business. Second survey included highly structured questionnaire answered by a sample of 102 respondents. The objective was to explore their experience and perspective of their use of the new media in seeking information and purchasing. According to the research, it can be concluded that the new media is the core and the key to a successful business, not only in the sale of accommodation services, but in the whole tourism and accommodation industry. As a result large share of the sales have moved to the new media as a dominant channel for distribution of such services.

Keywords: new media, accommodation service, distribution channels, internet, tourism

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SOCIAL MEDIA: THE MEDIATOR OF CUSTOMERS' COMPLAINT AND FAILURE RECOVERY STRATEGY

ABSTRACT

Digital environment has empowered the customer, playing the point of departure to inflating the failure recovery expectation. Extant theoretical insight has proved evidence on customers' tendency to complain online, illustrating the risk entailed to providers from multiple grounds, inclusive of negative buzz and loss of online control respectively. Providers' online recovery strategy behaviour has recently received scholarly attention, inviting additional theoretical support on the customer-provider online interaction in context to the failure-recovery experience. Additionally, the fast and continued evolvement of digital media situated the phenomenon into a continuum of contradictions and complexities. This paper synthesizes extant empirical insight to accentuate theoretical concepts with implication to the practical optimization of social media as a mediator of recovery. The holistic socially constructed approach of failure-

recovery phenomenon is recommended as means of understanding customers' multiple realities and provision of successful recoveries.

Keywords: Social media, customers' complaint, service failure, recovery strategy, online communication

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SOCIAL NETWORKS AS CHALLENGE FOR MARKETING INTELLIGENCE

ABSTRACT

Social networks are changing the way of connection and communication between people by increasing the amount of publicly available information and knowledge. People of similar professional backgrounds and occupations link to online communities to share information. This has a direct impact on what is one of the most difficult aspects of marketing intelligence "efficient and rapid collection and sharing of data and information". The aim of marketing intelligence is not only access data but manage them, analyze them and based on the analysis to make the right decisions related to customers, products, price, promotion, sale. Therefore, a large number of companies today are looking for

solutions by marketing intelligence that will enable access to text data, analyze them and improve the quality of marketing decisions.

The paper raises the hypothesis that it is possible to build a system for marketing intelligence that collects and analyzes data from social networks and uses the analysis results (information) to make precise, concise and accurate marketing decisions. In the paper is used the R programming language for marketing intelligence system and the R language demonstrated satisfactory simplicity and application power.

Keywords: marketing intelligence, text mining, social network, sentiment analysis, marketing decision making

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SOCIAL NETWORKS AS MARKETING TOOL IN IT COMPANIES

ABSTRACT

Different researches confirm that consumers today spend a lot of their time on different online activities and they use Internet as the main source of information. Among different tools and technologies which they use, social networks hold special place. Namely, last year's social networks have become powerful and inevitable media in everyday communication, both business and private. In business world, social networks have become dominant tool in communication with customers. The companies use social networks to improve customer insights, to enrich customer experience, to increase inbound traffic, to increase brand recognition, to improve brand loyalty, to attract new customers and etc.

The emergence and development of social networks were grounded on information technology. The great number of big and small companies is behind fast and explosive development of information technology (IT). These companies

use different IT tools daily to create new IT services and products (software). Being aware of the importance of integrating social networks with business activities of company, especially in the field of customer relationship, it seems interesting to make research if IT companies really use, and to what degree, social networks in their business. According to this, the main goal of this paper is to presents the results of research about the use of social networks in IT companies. Namely, authors conducted research to find if IT companies are fully aware of the importance of social networks in their business, especially in their relationship with customers.

Keywords: social networks, marketing, IT companies

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SPECIAL FEATURES OF ADVERTISING ON SOCIAL NETWORKS: LINKEDIN

ABSTRACT

Advertising in recent years experienced great changes. The development of ICT technology, mobile networks and Internet access "anytime and anywhere" and the mass use of social networks (Facebook, Twitter, Instagram, LinkedIn ...) have dramatically changed advertising industry. Experts from advertising industry are becoming more aware of these facts and advertising are increasingly moving to the Internet and to the social networks. Special features and ways of advertising on social networks are significantly different from conventional advertising in traditional media (TV, radio, print, outdoor, ...). In the paper will be presented specifics and ways of advertising on social networks. It will be specially analyzed advertising on the social network LinkedIn. It will be analyzed access to advertising on LinkedIn social network in the region and in the world and it will be pointed out the basic mistakes that companies from the region makinkg in

advertising process - emphasis will be placed on the market of telecommunications.

Keywords: new technologies, mobile Internet, advertising, social networks, LinkedIn

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THE CORRELATION BETWEEN SOCIAL MEDIA APPLICATIONS USE AND THE NUMBER OF REQUESTS FOR PROPOSALS IN TOURISM

ABSTRACT

Nowadays, social media provides customers and businesses of modern times new ways of communication and interaction on both B2C and B2B markets. Companies in tourism have recognised the limitless opportunities for creating long-term relationships with their customers. Therefore, a large number of companies have involved the social media into their marketing strategies. In order to improve the engagement with the fans at the most influential social media - Facebook, some companies use Facebook application. Those software solutions help companies organise the contests and simultaneously collect the users' data. With the long-term tracking of users' online behaviour and the interpretation of the gathered data, the companies can boost brand awareness and improve sales.

Keywords: social media, Facebook applications, contest, tourism, advertising, data collection

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THE BEST CRM PRACTICE IN HOSPITALITY INDUSTRY IN CROATIA

ABSTRACT

The paper aims to research the application of CRM's quality business practice in the Croatian hospitality industry. The reason why this topic is being researched is a continued growth of the hospitality industry in Croatia and worldwide. In Croatia tourism represents the key economic sector. The factors such as addition on personal income, more free time and the customers' desire to experience as much as possible while travelling are significantly influencing and changing the hospitality industry. This means that the application of CRM in hospitality is becoming ever more demanding and challenging. This paper used qualitative analysis so as to research the application of CRM in one of Croatia's leading hospitality companies. The applied case analysis used a specific example in order

to analyse the application of CRM's quality business practice. The paper focuses on analytical and operative challenges in CRM, for example how to collect useful information out of all the numerous contact points which appear between customers and companies, how to make sense of them and use them in the best possible way. In accordance with the above mentioned, the focus is on the possibility of a successful and efficient customer segmentation, determining the offer which satisfies the customers' needs the most, as well as on determining the customers' value and applying the collected knowledge about the customers in order to increase their value. The results of this research exhibit a successful application of CRM in hospitality, and as such they might be interesting and useful to researchers whose area of interest is CRM in general and especially CRM in the hospitality industry. Furthermore, the paper might be interesting to managers and practitioners who through a proper implementation of CRM want to segment their customers according to their value and, finally, increase the value of their customers. The limitation of this paper is the limited experience in the implementation of CRM within one company and a display of the business practice within one market.

Keywords: customer relationship management, hospitality industry, customer service, customer value, Croatia

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THE POTENTIAL FOR BIG DATA APPLICATION IN THE MARKETING OF BANKING INSTITUTIONS

ABSTRACT

The application of big data technology in various industries and sectors has been a significant area of research interest lately. The aim of this paper is to contribute to the field by summarizing existing knowledge on the topic of big data and explore its application in the domain of marketing with special emphasis on banking institutions. The reason for this is the fact that banks, with their turbulent environment characterised by high competition, strict regulatory requirements and consumer centricity, are especially eligible for absorbing benefits of big data technology adoption. The paper is structured in a way that general big data characteristics are presented after the introductory notes.

Following is the section related to big data application in marketing. In the fourth section authors discuss banking environment and potential for big data application in the marketing of banks.

Keywords: Big data, marketing, banks

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THE ROLE OF SEGMENTATION IN E-MAIL MARKETING

ABSTRACT

E-mail marketing is considered the fastest growing form of communication technology in history, while the globalization and the accelerated development of technology managed to bring Internet and e-mail services to a broad spectrum of the world population. The latest trends show that the importance of e-mail marketing will grow even further with the more significant usage of personalization in marketing campaigns. Thus, conducting a quality segmentation of present and potential customers is highlighted as a necessary element of today's marketing activities. Segmentation represents a procedure of dividing the market on different groups (segments) of customers considering some of their common characteristics. Many studies conducted showed that well segmented campaigns generated greater return on investment and that they achieved better open rates, click through rates and conversion rates. As two popular analytical segmentation techniques, RFM method and customer lifetime

value (CLV) are presented in this paper. RFM method is a three-dimensional way of ranking customers according to recency, frequency and total value of their last purchases. Customer lifetime value (CLV) is the net present value of all future profits generated by the present or potential customers of the company. The goal of this paper is to introduce the reader with the theoretical characteristics of the role of segmentation in e-mail marketing and to show the results of the research about the use of customer segmentation in e-mail marketing at Croatian companies.

Keywords: personalization, segmentation, marketing, e-mail, direct marketing

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USING BIOMETRICS IN INTERNET MARKETING

ABSTRACT

The basic purpose of marketing is to encourage potential customers to buy products or services. In order to achieve better results, companies need to know their target audience characteristics. In the era of internet marketing, there are various ways to find out customer information. The idea this paper focuses on, is to use biometric features of a person to adjust the type of advertisements used. Based on biometric features, different customer information can be determined, for example age or gender of customers. The paper gives an introduction to basic concepts of biometrics and an overview of biometric features and their possible usages in internet marketing.

Keywords: internet marketing, biometrics, age, gender

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WEB SITE - ONE OF THE KEY TOOLS OF CRM SYSTEM IN LOCAL GOVERNMENT UNITS

ABSTRACT

In this paper, on the basis of primary research on the example of the County of Istria in Croatia, the authors propose a conceptual model of optimization the content of webpages in local government units - cities and municipalities. The authors emphasize the thesis that the web site is of one of the key "points of contact", and therefore much more than just a marketing tool, between public sector institutions and their customers - the citizens. Therefore, the principles of creating their contents are specific. Web sites should primarily provide its customers with an overview of relevant information on the principles of transparency, clarity and ease of use. They should be attractive designed and

offer the possibility of interactive communication. Web pages should be more than the tools for good using of the "user friendly" principle – they should encourage customers to frequent visits and allow them to quickly and easily navigate to, for them generally, fairly confusing, often for the average user too technical and incomprehensible language and informations usually hidden in a large amount of legal documents, financial plans (budget) and reports, which often discourages users from seeking such information.

Therefore, the authors propose a model that should serve as a basis for creating a CRM system in local government, in which the user (in this case a citizen) is in focus. Certainly it will help to more actively include the entities of local self-government in the construction of inclusive, sustainable and smart economy and society, as a primary priorities of the European Strategy 2020. In this process, the interactive digital marketing should play one of the key roll.

Keywords: public sector, cities and municipalities, CRM system in public sector, digital marketing in the public sector, Europe 2020th, Istrian County

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