

4th Croatian Direct Marketing Association Conference
(CRODMA Conference 2019)
11th October 2019, Varaždin, Croatia

PROGRAM COMMITTEE / PROGRAMSKI ODBOR

Professor Damir Dobrinić	Program Committee Chair - President of Croatian Direct Marketing Association - CRODMA
Professor Vesna Babić Hodović	University of Sarajevo, Bosnia and Herzegovina
Professor Sanja Bijakšić	University of Mostar, Bosnia and Herzegovina
Professor Antun Biloš	University of Osijek, Croatia
Professor Marijan Cingula	University of Zagreb, Croatia
Lecturer Eleonora Mihaela Constantinescu	Christian University, Bucharest, Romania
Professor Barbara Čater	University of Ljubljana, Slovenia
Professor Stjepan Dvorski	University of Zagreb, Croatia
Professor Branimir Dukić	University of Osijek, Croatia
Professor Ivan Frančišković	University of Rijeka, Croatia
Assist. Professor Iva Gregurec	University of Zagreb, Croatia
Professor Dóra Horváth	Corvinus University of Budapest, Hungary
Professor Zsófia Kenesei	Corvinus University Budapest, Hungary
Professor Vladimir Kovsca	University of Zagreb, Croatia
Professor Aleksandra Krajnović	University of Zadar, Croatia
Professor Momčilo Kujačić	University of Novi Sad, Serbia
Professor Lara Jelenc	University of Rijeka, Croatia
Professor Mirela Mihić	University of Split, Croatia
Professor Wilson Ozuem	Regents University, London, UK
Professor Jurica Pavičić	University of Zagreb, Croatia
Professor Almir Peštek	University of Sarajevo, Bosnia and Herzegovina
Professor Kornelije Rabuzin	University of Zagreb, Croatia
Professor Drago Ružić	University of Osijek, Croatia
Professor Anita Ciunova Shuleska	Saints Cyril and Methodius University of Skopje, Macedonia (FYROM)
Professor Krasimira Staneva	University of Forestry, Bulgaria
Senior Lecturer Željko Sudarić	College of Applied Sciences Lavoslav Ružička in Vukovar, Croatia
Professor Marija Tomašević Lišanin	University of Zagreb, Croatia
Professor Tihomir Vranešević	University of Zagreb, Croatia
Professor Neven Vrček	University of Zagreb, Croatia
Professor Kovač P. Žnideršić	University of Novi Sad, Serbia
Professor Ante Rončević	University of North, Croatia
Assist. Professor Martina Tomičić Furjan	University of Zagreb, Croatia

Assist. Professor Katarina Tomičić Pupek University of Zagreb, Croatia
Assist. Professor Igor Pihir University of Zagreb, Croatia

ORGANIZING COMMITTEE / ORGANIZACIJSKI ODBOR

Assist. Prof. Iva Gregurec, Ph.D. (**President**)

Assist. Prof. Joško Lozić, Ph.D.

Assist. Prof. Dijana Vuković, Ph.D.

Suzana Keglević Kozjak, Ph.D.

Ivana Dvorski Lacković, B.Sc.(Econ.)Poštov