

## **2<sup>nd</sup> Croatian Direct Marketing Association Conference 2017**

*CRM – The impact of digital technology*

### **2. Međunarodna znanstvena konferencija CRODMA 2017.**

*CRM – Utjecaj digitalne tehnologije*

Dear Colleagues,

On behalf of Program and Organization Committee, I am pleased to invite you to attend the 2<sup>nd</sup> Croatian Direct Marketing Association Conference which will be held in Varaždin (Croatia), during October 12<sup>th</sup> - 13<sup>th</sup>, 2017.

Conference is organized by Croatian Direct Marketing Association - CRODMA in cooperation with University of Zagreb, Faculty of Organization and Informatics Varaždin, Croatia.

The aim of the Conference is to become the gathering place for scientists and experts whose work will contribute to the development of marketing theory and its application in practice.

The deadline for abstract submission is **July 16<sup>th</sup>**. Authors will receive abstract acceptance notice from the Organizing Committee by July 23<sup>rd</sup>.

The working languages of the conference are Croatian and English. Please click here to view the Conference [detailed information](#).

We look forward to your confirmed participation.

Respectfully,

*Assoc. Prof. Damir Dobrinić, Ph.D.*

*Organizing Committee President*

Poštovane kolegice i kolege,

Zadovoljstvo mi je u ime Programskog i Organizacijskog odbora i svoje osobno ime pozvati Vas na sudjelovanje u radu 2. Međunarodne znanstvene konferencije – CRODMA koja će se održati u Varaždinu 12.-13. listopada 2017. godine.

Konferenciju organizira Hrvatska udruga za direktni i interaktivni marketing u suradnji s Fakultetom organizacije i informatike Varaždin. Cilj je konferencije povezati znanstvenike i stručnjake kojima je marketinška teorija i praksa u fokusu pozornosti.

Rok za predaju sažetaka je **16. srpanj**. Potvrdu prihvatanja sažetka autori će dobiti do 23. srpnja. Radni jezici konferencije su hrvatski i engleski. Za detaljnije informacije molimo vidjeti **ovdje**.

Veselimo se Vašem sudjelovanju.

S poštovanjem,  
*Izv.prof.dr.sc. Damir Dobrinić*  
*Predsjednik Organizacijskog odbora*

## 2<sup>nd</sup> Croatian Direct Marketing Association Conference (CRODMA Conference 2017) 2. Međunarodna znanstvena konferencija CRODMA 2017.

October 12<sup>th</sup> – 13<sup>th</sup> 2017, Varaždin, Croatia  
12.-13. listopada 2017., Varaždin, Hrvatska

**CONFERENCE THEME: “CRM – The impact of digital technology”  
TEMA KONFERENCIJE: ” CRM – Utjecaj digitalne tehnologije”**

### CONFERENCE TOPICS/TEME:

- Digital Marketing (Online Consumer Behavior, Online Marketing, Content Marketing, E-mail Marketing, Search Engine Marketing (SEM), Social Media Marketing (SMM), Mobile marketing...)
- Database (Data-Driven) Marketing
- Direct Marketing
- Big Data Marketing
- Customer Relationship Management (CRM)
- Marketing Intelligence
- Legal Database Protection
- Digital Media Ethics
- Digital Economy (New Business Models in the Digital Economy, Retailing in Digital Economy Era, Government Programs for Digital Economy, Digital Currency, Digital Commerce, Entrepreneurship in Digital Economy, Privacy and Security in Digital Economy...)
- Knowledge Economy and Innovation Economy
- **Papers on other marketing and economy topics are welcome too**

### Registration fee/Kotizacija

- Before September 10<sup>th</sup>, 2017: €100 (VAT included)
- After September 10<sup>th</sup>, 2017: €130 (VAT included)
- Registration fee for co-authors: €50 (VAT included)
- Registration fee for participants without a paper: €30 (VAT included)

### Important Deadlines/Rokovi

- Abstracts submission: **July 16<sup>th</sup>, 2017**
- Abstracts acceptance notification: July 23<sup>rd</sup>, 2017
- Final paper submission: August 30<sup>th</sup>, 2017
- Final paper acceptance notification: September 8<sup>th</sup>, 2017
- Final Conference registration: September 10<sup>th</sup>, 2017
- The Conference: October 12<sup>th</sup> – 13<sup>th</sup>, 2017

**Paper Submission:** Please submit a full-length paper of no more than 10 pages by September 8<sup>th</sup>, 2017 to the Organizing Committee via Conference website or at the official e-mail [conference@crodma.hr](mailto:conference@crodma.hr)

**Conference Proceedings:** Final papers will be published one month after the Conference as a digital version - eBook of Papers

**Conference is organized by:** Croatian Direct Marketing Association – CRODMA and co-organized by: Faculty of organization and informatics Varaždin, University of Zagreb, Croatia

**The working languages** of the Conference are Croatian and English.

**Conference venue:** Hotel Turist, Varaždin, Croatia (<http://hotel-turist.hr/en/>)

Detailed information about the **2<sup>nd</sup> Croatian Direct Marketing Association Conference** can be found at the **CRODMA website!**