



## **5. Međunarodna znanstveno-stručna konferencija CRODMA 2020.**

### **5<sup>th</sup> International Scientific and Professional Conference (CRODMA 2020)**

Poštovane kolegice i kolege,

Zadovoljstvo mi je u ime Programskog i Organizacijskog odbora pozvati vas na sudjelovanje u radu 5. Međunarodne znanstveno-stručne konferencije – CRODMA 2020. koja će se održati u Varaždinu **23. listopada 2020.** godine. Detaljne informacije dostupne su na mrežnoj stranici [www.crodma.hr](http://www.crodma.hr).

Rok za predaju sažetaka je 15. svibanj, a radni jezici konferencije su hrvatski i engleski.

S poštovanjem,

Predsjednica Organizacijskog odbora:

*Doc.dr.sc. Iva Gregurec*

Dear Colleagues,

On behalf of Program and Organization Committee, I am pleased to invite you to attend the 5<sup>th</sup> International Scientific and Professional Conference (CRODMA 2020) which will be held in Varaždin (Croatia), October 23<sup>rd</sup>, 2020. Please click [here](#) to download the Conference detailed information.

The deadline for abstract submission is May 15<sup>th</sup>. The working languages of the conference are Croatian and English.

We look forward to your confirmed participation.

Respectfully,

Organizing Committee President:

*Assist. Prof. Iva Gregurec Ph.D.*



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### 5<sup>th</sup> International Scientific and Professional Conference (**CRODMA 2020**)

23. listopada 2020., Varaždin, Hrvatska  
October 23<sup>rd</sup>, 2020, Varaždin, Croatia

#### 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
- Artificial Intelligence for Marketing
- Marketing of Things
- Customer Relationship Management (CRM)
- Marketing Intelligence
- Legal Protection of Databases
- Digital Media Ethic
- 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...)
- Industrial Marketing
- Migrant Entrepreneurship
- University Entrepreneurship
- Knowledge Economy and Innovation Economy
- **Papers on other marketing and economy topics are welcome too**

#### Registration fee/Kotizacija

- Before September 25, 2020: €80 (VAT included)
- After September 25, 2020: €100 (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: May 15<sup>th</sup>, 2020
- Abstracts acceptance notification: May 20<sup>th</sup>, 2020
- Final paper submission: August 15<sup>th</sup>, 2020
- Final paper acceptance notification: September 15<sup>th</sup>, 2020
- Final Conference registration: September 25<sup>th</sup>, 2020
- The Conference: October 23<sup>rd</sup>, 2020

**Registration fee includes/Registracija uključuje:**

- Conference materials and e-Proceedings (only for authors)
- Certificate of attendance
- Refreshments during breaks
- Conference lunch

**Paper Submission:** Please submit a full-length paper of no more than 10 pages by August 15<sup>th</sup>, 2020 to the Organizing Committee via Conference website or at the official e-mail [conference@crodma.hr](mailto:conference@crodma.hr). The author's instructions are on our website.

**Publishing:** Selected papers will be published in the conference journal CRODiM.

**Conference is organized by:** Croatian Direct Marketing Association – CRODMA and co-organized by: Faculty of organization and informatics Varaždin, University of Zagreb; University North, Varaždin; Department of Economics of the University of Zadar; Juraj Dobrila University of Pula; Faculty of Economics, University of Osijek; College of applied science “Lavoslav Ružička” in Vukovar; Post of Slovenia and CROAI

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

**Conference venue:** Faculty of organization and informatics, Varaždin, Croatia <https://www.foi.unizg.hr/en>

Detailed information about the 5<sup>th</sup> **Croatian Direct Marketing Association Conference** can be found at the CRODMA **website**.

