



## 6. Međunarodna znanstveno-stručna konferencija CRODMA 2021.

### 6<sup>th</sup> International Scientific and Professional Conference (CRODMA 2021)

Poštovane kolegice i kolege,

Zadovoljstvo mi je u ime Programskog i Organizacijskog odbora pozvati vas na sudjelovanje u radu 6. Međunarodne znanstveno-stručne konferencije – CRODMA 2021. koja će se održati u Varaždinu **22. listopada 2021.** godine. Detaljne informacije dostupne su na mrežnoj stranici [www.crodma.hr](http://www.crodma.hr). Rok za predaju sažetaka je **produžen na 15. srpanj 2021.**, a radni jezici konferencije su hrvatski i engleski.

Svjesni zabrinutosti koju situacija sa COVID-19 epidemijom uzrokuje omogućit će se i online prisustvovanje konferenciji uz reduciranje visine kotizacije.

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 6<sup>th</sup> International Scientific and Professional Conference (CRODMA 2021) which will be held in Varaždin (Croatia), October 22<sup>nd</sup>, 2021. Please click here to download the Conference detailed information. The deadline for abstract submission is **extended to July 15<sup>th</sup> 2021**. The working languages of the conference are Croatian and English.

Being aware that the situation regarding COVID-19 epidemics is a cause for apprehension, CRODMA 2021 will offer an option of virtual participation (with reduce registration fee).

We look forward to your confirmed participation.

Respectfully,

Organizing Committee President:

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



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### 6<sup>th</sup> International Scientific and Professional Conference (CRODMA 2021)

22. listopad 2021., Varaždin, Hrvatska  
October 22<sup>nd</sup>, 2021, 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, 2021: €80 (€50 online) (VAT included)
- After September 25, 2021: €100 (€80 online) (VAT included)
- Registration fee for co-authors: €30 (VAT included)
- Registration fee for participants without a paper: €30 (VAT included)

#### Important Deadlines/Rokovi

- Abstracts submission: June 30<sup>th</sup>, 2021
- Abstracts acceptance notification: July 5<sup>th</sup>, 2021
- Final paper submission: August 15<sup>th</sup>, 2021
- Final paper acceptance notification: September 15<sup>th</sup>, 2021
- Final Conference registration: September 25<sup>th</sup>, 2021

**Registration fee includes/Registracija uključuje:**

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

- The Conference: October 22<sup>nd</sup>, 2021

**Paper Submission:** Please submit a full-length paper of no more than 10 pages by August 15<sup>th</sup>, 2021 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 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>

**Online attendance** - Being aware that the situation regarding COVID-19 epidemics is a cause for apprehension, CRODMA 2021 will offer an option of virtual participation (with reduce registration fee).

Detailed information about the 6<sup>th</sup> **Croatian Direct Marketing Association Conference** can be found at the CRODMA **website**.

