



8. Međunarodna znanstvena konferencija - CRODMA 2023.

8th International Scientific Conference - CRODMA 2023

Poštovane kolegice i kolege,

Zadovoljstvo mi je u ime Programskog i Organizacijskog odbora pozvati vas na sudjelovanje u radu **8. Međunarodne znanstvene konferencije – CRODMA 2023.** koja će se održati u Varaždinu **20. listopada 2023.** godine. Detaljne informacije dostupne su na mrežnoj stranici www.crodma.hr. Rok za predaju sažetaka je **15. srpanj 2023.**, a radni jezici konferencije su hrvatski i engleski. Suorganizator konferencije je i **Hrvatska akademija znanosti i umjetnosti – HAZU.**

S poštovanjem,

Predsjednica Organizacijskog odbora:

Izv.prof.dr.sc. Iva Gregurec

Dear Colleagues,

On behalf of Program and Organization Committee, I am pleased to invite you to attend the **8th International Scientific Conference - CRODMA 2023** which will be held in Varaždin (Croatia), October 20th, 2023. Please click here to download the Conference detailed information. The deadline for abstract submission is **July 15th 2023.** The working languages of the conference are Croatian and English. The **Croatian Academy of Science and Arts** joined the co-organization of the conference.

We look forward to your confirmed participation.

Respectfully,

Organizing Committee President:

Assoc. Prof. Iva Gregurec Ph.D.



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8th International Scientific Conference - CRODMA 2023

20. listopada 2023., Varaždin, Hrvatska
October 20th, 2023, 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 and 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 25th, 2023: €80 (VAT included)

Important Deadlines/Rokovi

- Abstracts submission: July 15th, 2023
- Abstracts acceptance notification: July 20th, 2023

- After September 25th, 2023: €100 (VAT included)
- Registration fee for co-authors: €30 (VAT included)
- Registration fee for participants without a paper: €30 (VAT included)
- Final paper submission: August 30th, 2023
- Final paper acceptance notification: September 15th, 2023
- Final Conference registration: September 25th, 2023
- The Conference: October 20th, 2023

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 30th, 2023 to the Organizing Committee via Conference website or at the official e-mail 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 in co-organization with: Croatian Academy of Science and Arts, 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 and College of applied science “Lavoslav Ružička”.

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 **8th International Scientific Conference - CRODMA 2023** can be found at the CRODMA website.

