



9. Međunarodna znanstvena konferencija - CRODMA 2024.

9th International Scientific Conference - CRODMA 2024

24. – 25. listopada 2024.

Poštovane kolegice i kolege,

Zadovoljstvo nam je pozvati vas na sudjelovanje u radu **9. Međunarodne znanstvene konferencije – CRODMA 2024.** koja će se održati u Varaždinu **24. – 25. listopada 2024.** godine. Rok za predaju sažetaka je **29. veljače 2024.**, a radni jezici konferencije su hrvatski i engleski. Prihvaćeni radovi bit će objavljeni u e-Zborniku radova čiji su izdavači CRODMA i **Hrvatska akademija znanosti i umjetnosti – HAZU.**

Detaljne informacije dostupne su na mrežnoj stranici www.crodma.hr.

S poštovanjem,

Organizacijski odbor

Dear Colleagues,

We are pleased to invite you to attend the **9th International Scientific Conference - CRODMA 2024** which will be held in Varaždin (Croatia), on October 24-25, 2024. Please click here to download the [conference detailed information](#). The deadline for abstract submission is **February 29th, 2024.** The working languages of the conference are Croatian and English. Accepted papers (either in Croatian or English) will be published in the **e-Proceedings Book** (publishers: CRODMA and **Croatian Academy of Sciences and Arts – HAZU**).

We look forward to your confirmed participation.

Respectfully,

Organizing Committee



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9th International Scientific Conference - CRODMA 2024

24.-25. listopada 2024., Varaždin, Hrvatska
October 24-25, 2024 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 30th, 2024: €155 (VAT included)
- After September 30th, 2024: €195 (VAT included)
- Registration fee for co-authors: €50 (VAT included)
- Registration fee for participants without a paper: €50 (VAT included)

Registration fee includes/Registracija uključuje:

Important Deadlines/Rokovi

- Abstracts submission: February 29th, 2024
- Abstracts acceptance notification: March 5th, 2024
- Final paper submission: May 31st, 2024
- Final paper acceptance notification: September 20th, 2024
- Final Conference registration: September 30th, 2024
- The Conference: October 24 - 25, 2024

- Conference materials and e-Proceedings
- Certificate of attendance
- Certificate of presentation
- Refreshments during breaks
- Gala dinner – first day
- Conference lunch – second day

Paper Submission: Please submit a full-length paper of no more than 10 pages by **May 31st**, 2024 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:

- Accepted papers (either in Croatian or English) will be published in the **E- Proceedings Book** (publishers: CRODMA and **Croatian Academy of Sciences and Arts – HAZU**).
- 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; Croatian Academy of Sciences and Arts; University North, Varaždin; Department of Economics of the University of Zadar; Juraj Dobrila University of Pula, Faculty of Economics; University of Applied Sciences “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 **9th International Scientific Conference - CRODMA 2024** can be found on the CRODMA **website**.

