



**10. Međunarodna znanstvena konferencija - CRODMA 2025.**

**10<sup>th</sup> International Scientific Conference - CRODMA 2025**

**24. listopada 2025.**

Poštovane kolegice i kolege,

Zadovoljstvo nam je pozvati vas na sudjelovanje u radu **10. Međunarodne znanstvene konferencije – CRODMA 2025.** na temu: „**Personalized Marketing in the Age of AI: The Future of Customer Experience**“, koja će se održati u Varaždinu **24. listopada 2025.** godine. Rok za predaju sažetaka je **31. ožujak 2025.**, a radni jezici konferencije su hrvatski i engleski. Prihvaćeni radovi bit će objavljeni u e-Zborniku radova.

Detaljne informacije dostupne su na mrežnoj stranici [www.crodma.hr](http://www.crodma.hr).

S poštovanjem,

Organizacijski odbor

Dear Colleagues,

We are pleased to invite you to attend the **10<sup>th</sup> International Scientific Conference - CRODMA 2025** entitled „**Personalized Marketing in the Age of AI: The Future of Customer Experience**“ which will be held in Varaždin (Croatia), on **October 24, 2025.** Please click here to download the [conference detailed information](#). The deadline for abstract submission is **March 31<sup>st</sup>, 2025.** 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.**

We look forward to your confirmed participation.

Respectfully,

Organizing Committee



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### 10<sup>th</sup> International Scientific Conference - CRODMA 2025

24. listopad 2025., Varaždin, Hrvatska  
October 24, 2025, 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 30<sup>th</sup>, 2025: €150 (VAT included)
- After September 30<sup>th</sup>, 2025: €200 (VAT included)
- Registration fee for co-authors: €70 (VAT included)
- Registration fee for participants without a paper: €70 (VAT included)

#### Important Deadlines/Rokovi

- Abstracts submission: March 31<sup>st</sup>, 2025
- Abstracts acceptance notification: April 10<sup>th</sup>, 2025
- Final paper submission: June 30<sup>th</sup>, 2025
- Final paper acceptance notification: September 20<sup>th</sup>, 2025
- Final Conference registration: September 30<sup>th</sup>, 2025
- The Conference: October 24<sup>th</sup>, 2025

**Registration fee includes/Registracija uključuje:**

- Conference materials and e-Proceedings
- Certificate of attendance
- Certificate of presentation
- Refreshments during breaks
- Conference lunch

**Paper Submission:** Please submit a full-length paper of no more than 10 pages by **June 30<sup>th</sup>**, 2025 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:**

- Accepted papers (either in Croatian or English) will be published in the **e- Proceedings Book**
- 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 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 **10<sup>th</sup> International Scientific Conference - CRODMA 2025** can be found on the CRODMA **website**.

