

**Glavna urednica / Editor in Chief:**

Iva Gregurec

**Uredništvo / Editorial boards:**

Sanja Bijakšić, University of Mostar, Bosnia and Herzegovina / Vesna Babić Hodović, University of Sarajevo, Bosnia and Herzegovina / Eleonora Mihaela Constantinescu, Christian University, Bucharest, Romania / Barbara Čater, University of Ljubljana, Slovenia / Damir Dobrinić, University of Zagreb, Croatia / Dóra Horváth, Corvinus University of Budapest, Hungary / Aleksandra Krajnović, University of Zadar, Croatia / Momčilo Kujačić, University of Novi Sad, Serbia / Wilson Ozuem, Regents University, London, UK / Almir Peštek, University of Sarajevo, Bosnia and Herzegovina / Drago Ružić, University of Osijek, Croatia / Anita Ciunova Shuleska, Saints Cyril and Methodius University of Skopje, North Macedonia / Vladimir Kovšca, University of Zagreb, Croatia / Krasimira Staneva, University of Forestry, Bulgaria / Marija Tomašević Lišanin, University of Zagreb, Croatia / Iva Gregurec, University of Zagreb, Croatia / Ladislav Cvetko, University of Zagreb, Croatia

**Nakladnik / Publisher:**

CRODMA – Croatian Direct Marketing Association, 42000 Varaždin, Croatia

**Naklada / Circulation:**

Online – open access: <http://crodma.hr/crodim/>

**Godina izdavanja / Year of publication:**

2026

Časopis izlazi jednom godišnje / The journal is published once a year.

**Kontakt / Contact:**

info(at)crodma.hr

Međunarodni znanstveno-stručni časopis (CroDiM) objavljuje znanstvene i stručne radove prvenstveno prezentirane na CRODMA konferencijama. Uredništvo časopisa odabire radove za objavu koji prolaze kroz proces dvostruke recenzije. Časopis je dvojezičan (hrvatsko-engleski) i u otvorenom pristupu. Autori preuzimaju odgovornost za jezičnu ispravnost svojih tekstova.

International Journal of Marketing Science (CroDiM) publishes scientific and professional articles primarily presented at CRODMA conferences. Articles for publishing are selected by Editors. Online journal is open access and peer-reviewed. Authors are responsible for the linguistic and technical accuracy of their papers. The journal is bilingual (Croatian-English).