



11th International Scientific Conference – CRODMA 2026

October 22nd-23rd, 2026
Varaždin, Croatia

FIRST CALL

Dear colleagues,

We are pleased to announce the **11th International Scientific Conference – CRODMA 2026**, organized by the Croatian Direct Marketing Association (CRODMA) in co-organization with partners – University of Zagreb Faculty of Organization and Informatics, University North, University of Zadar Department of Economics, Juraj Dobrila University of Pula Faculty of Economics and Tourism "Dr. Mijo Mirković, University J. J. Strossmayer of Osijek Faculty of Economics and Business, and University of Applied Sciences "Lavoslav Ružička" in Vukovar.

The conference will be held **at the University of Zagreb Faculty of Organization and Informatics in Varaždin, on October 22 and 23, 2026.**

We invite all academics, researchers, students, and practitioners to submit their papers on various topics related to marketing, in English and Croatian. **The deadline for full paper submission is June 1st, 2026.** Papers should be submitted via the official email address: conference@crodma.hr. Accepted papers will be published in the e-Proceedings of the Conference, and the best papers will be considered for revision and publication in the CroDiM, the official CRODMA Journal.

Detailed information is available on the official website: www.crodma.hr.

Given your professional expertise in the aforementioned field, we invite you to submit a full paper by the specified deadline and to forward this call to colleagues, research networks, and other interested stakeholders who could benefit from participating in the Conference.

Given the organizational changes introduced this year, the Conference will be held every two years (in even years), lasting two days. In the interim, systematic efforts will be made to improve quality, with the aim of including the Proceedings and Journal in relevant reference databases.

We look forward to seeing you at another CRODMA conference in Varaždin!

Sincerely,
The Organizing Committee

RESEARCH TOPICS / CONFERENCE SECTIONS:

- **Digital Marketing** (Digital marketing strategy, E-commerce, Digital media and platforms, Content marketing, Affiliate marketing, Digital advertising, E-mail marketing, Search engine marketing - SEM, Social media marketing - SMM, Influencer marketing, Mobile marketing, Omnichannel and Multichannel marketing, Brand management in digital environment, Emerging trends in digital marketing, and other topics that can cover this section).
- **Consumer Behavior in the Digital Environment** (Online consumer behavior, Customer journey, User experience – UX, Customer experience – CX, User engagement and interaction, Online behavior, Online purchasing decision making, Personalization and customization, Digital communities and social influence, and other topics that can cover this section).
- **Data-driven Marketing and Analytics** (Database marketing, Direct marketing, Big data marketing, Marketing information systems – MIS, Customer relationship management – CRM, Enterprise resource planning – ERP, Marketing intelligence, Predictive analytics, and other topics that can cover this section).
- **Digital Technologies and Marketing** (MarTech, Artificial intelligence and marketing, Marketing of Things, Machine learning in marketing, Cloud computing in marketing, Augmented reality - AR, Virtual reality – VR and Mixed reality – MR in marketing, Immersive marketing, Metaverse, Blockchain in marketing, Smart devices, Voice search, and other topics that can cover this section).
- **Digital Economy and Business Models** (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, Industrial marketing, Knowledge economy and innovation economy, Marketing for business accelerators and Start-ups, and other topics that can cover this section).
- **Ethics, Law, and Regulation in the Digital Environment** (Data protection and privacy, Data governance, Regulation of the digital markets and platforms, Digital media ethics, Ethics and digital technologies, Privacy and security in digital economy, Cyber risks, Cybersecurity in marketing systems, Compliance and data management, Intellectual property in the digital environment, Ethics of digital communication and advertising, and other topics that can cover this section).
- **Traditional Marketing** (all fields of traditional marketing activities are welcome in this section).

*Scholars from other disciplines who offer new perspectives that would fit the scope of the Conference are also invited to participate.

Registration fee

- Registration fee for participants with a paper:
 - Before September 21st, 2026: **€250** (VAT included)
 - After September 21st, 2026: **€300** (VAT included)
- Registration fee for other participants (co-authors and participants without a paper): **€175** (VAT included)

Important Deadlines

- Final paper submission: **June 1st, 2026**
- Final paper acceptance notification: **August 30th, 2026**
- Final Conference registration: **September 15th, 2026**
- The Conference: **October 22-23, 2026**

- Registration fee for PhD students: **€175** (VAT included)

Registration fee includes:

- Conference materials and e-Proceedings
- Certificate of attendance
- Certificate of presentation
- Refreshments during breaks
- Conference excursion and dinner (Thursday)
- Conference lunch (Friday)

Paper Submission: Please submit a full-length paper of **no more than 10 pages (max 5.000 words)** by **June 1st, 2026** to the Organizing Committee 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.
- Selected papers will be considered for revision and publication in the Association journal - CroDiM.

Conference is organized by: Croatian Direct Marketing Association (CRODMA) and co-organized by: University of Zagreb Faculty of Organization and Informatics, University North, University of Zadar Department of Economics, Juraj Dobrila University of Pula Faculty of Economics and Tourism "Dr. Mijo Mirković, University J. J. Strossmayer of Osijek Faculty of Economics and Business and University of Applied Sciences "Lavoslav Ružička" in Vukovar.

Conference venue: University of Zagreb Faculty of Organization and Informatics, Varaždin, Croatia (www.foi.unizg.hr/en).

Detailed information about the 11th International Scientific Conference - CRODMA 2026 can be found on the official CRODMA website (www.crodma.hr).