

## 2<sup>nd</sup> Croatian Direct Marketing Association Conference (CRODMA Conference 2017)

### 2. Međunarodna znanstvena konferencija CRODMA 2017.

October 12<sup>th</sup> – 13<sup>th</sup> 2017, Varaždin, Croatia  
12.-13. listopada 2017., Varaždin, Hrvatska

**CONFERENCE THEME: “CRM – The impact of digital technology”**  
**TEMA KONFERENCIJE: ” CRM – Utjecaj digitalne tehnologije”**

#### 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
- Customer Relationship Management (CRM)
- Marketing Intelligence
- Legal Database Protection
- Digital Media Ethics
- 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...)
- Knowledge Economy and Innovation Economy
- **Papers on other marketing and economy topics are welcome too**

#### Registration fee/Kotizacija

- Before September 10<sup>th</sup>, 2017: **€100** (VAT included)
- After September 10<sup>th</sup>, 2017: €130 (VAT included)
- Registration fee for co-authors: €50 (VAT included)
- Registration fee for participants without a paper: **€30** (VAT included)

#### Important Deadlines/Rokovi

- Abstracts submission: **June 16<sup>th</sup>, 2017**
- Abstracts acceptance notification: June 23<sup>rd</sup>, 2017
- Final paper submission: **August 30<sup>th</sup>, 2017**
- Final paper acceptance notification: September 8<sup>th</sup>, 2017
- Final Conference registration: September 10<sup>th</sup>, 2017
- The Conference: October 12<sup>th</sup> – 13<sup>th</sup>, 2017

**Paper Submission:** Please submit a full-length paper of no more than 10 pages by September 8<sup>th</sup>, 2017 to the Organizing Committee via Conference website or at the official e-mail [conference@crodma.hr](mailto:conference@crodma.hr)

**Conference Proceedings:** Final papers will be published one month after the Conference as a digital version - eBook of Papers

**Conference is organized by:** Croatian Direct Marketing Association – CRODMA and co-organized by: Faculty of organization and informatics Varaždin, University of Zagreb, Croatia

**The working languages** of the Conference are Croatian and English.

**Conference venue:** Hotel Turist, Varaždin, Croatia (<http://hotel-turist.hr/en/>)

Detailed information about the **2<sup>nd</sup> Croatian Direct Marketing Association Conference** can be found at the [CRODMA website!](#)