CALL FOR PAPERS

CROMAR and the University of Dubrovnik, Department of Economics and Business Economics are announcing call for papers for the 25th CROMAR Congress. The main purpose of the CROMAR Congress is to respond to the questions regarding marketing influence on competitiveness, collaboration and co-creation in enterprises business practice. CROMAR invites all academic researchers and practitioners in marketing to contribute to the 25th CROMAR Congress as active presenters of their own scientific research.

The suggested conference topics are:
1. Value Co-creation in Services Organization
2. Collaboration, Innovation and New Product in Services Development
3. Destination Marketing
4. Sustainable Marketing
5. Marketing Theory and New Paradigms
6. Marketing Strategy
7. Online Marketing
8. Social Responsibility and Ethics
9. Modeling and Marketing Analytics

All accepted papers will be published in the Conference Proceedings with ISBN in a CD form or the authors will have an opportunity to publish papers in other publications (Journal Market/Tržište, Economic Thought and Practice/Ekonomski misao i praksa, i Ekonomskom vjesniku/Econviews).

Important dates:
Abstract submission (max. 300 words): March 1st, 2017
Feedback from Organizing Committee: March 5th, 2017
Full paper submission (up to 15 pages): April 15th, 2017
Final paper acceptance notification: May 15th, 2017
Registration: May 15th-30th, 2017

Conference fees:
Early bird rates (until May 15th) for all participants and CROMAR members: €100
Regular registration for all participants: €150

The Conference will be held at the University of Dubrovnik, Department of Economics and Business Economics, Lapadska obala 7, 20000 Dubrovnik, Croatia.

For additional information, please visit: www.unidu.hr or feel free to contact us at: cromar2017@unidu.hr

25th CROMAR Congress
Programme and Organizing Committees