



# 25<sup>th</sup> CROMAR Congress

## Marketing as a Pillar of Success-Competitiveness, Co-creation and Collaboration



Hosted by:  
University of Dubrovnik, Department of Economics and Business Economics,  
Dubrovnik, 8<sup>th</sup>-10<sup>th</sup> June 2017

## CALL FOR PAPERS

CROMAR and the University of Dubrovnik, Department of Economics and Business Economics are announcing call for papers for the 25<sup>th</sup> 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 25<sup>th</sup> 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/Ekonomska misao i praksa, i Ekonomskom vjesniku/Econviews).

### Important dates:

Abstract submission (max. 300 words): **March 1<sup>st</sup>, 2017**

Feedback from Organizing Committee: **March 5<sup>th</sup>, 2017**

Full paper submission (up to 15 pages): **April 15<sup>th</sup>, 2017**

Final paper acceptance notification: **May 15<sup>th</sup>, 2017**

Registration: **May 15<sup>th</sup> - 30<sup>th</sup>, 2017**

### Conference fees:

Early bird rates (until May 15<sup>th</sup>) 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](http://www.unidu.hr) or feel free to contact us at: [cromar2017@unidu.hr](mailto:cromar2017@unidu.hr)

25<sup>th</sup> CROMAR Congress  
Programme and Organizing Committees