



25th 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, 8th-10th June 2017

GLOBAL PROGRAMME OVERVIEW

Thursday, 8th June 2017

- 09.00 - 10.00 Conference registration
- 10.00 - 11.00 Opening ceremony / Official welcome, Keynote address
- 11.00 - 11.30 Coffee break
- 11.30 - 12.30 Keynote address
- 12.30 - 13.30 Lunch break
- 13.30 - 15.30 Paper presentations (2 parallel tracks)

- 16.30 - 17.30 **Cromar Assembly**, University Campus, Branitelja Dubrovnika 41
- 18.00 **Dubrovnik tour**, Pile Gate, in front of Tourist Board

Friday, 9th June 2017

- 10.00 - 11.30 Paper presentations (2 parallel tracks)
- 10.00 - 11.30 Doctoral colloquium
- 11.30 - 12.00 Coffee break
- 12.00 - 12.30 Conference feedback
- 12.30 - 13.30 Student presentations
- 20.00 **Official Conference Dinner**, Hotel Lapad, Lapadska obala 37

Saturday, 10th June 2017

- 14.00 – 20.00 Excursion Scenic train ride through Konavle valley



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University of Dubrovnik, Department of Economics and Business Economics, Lapad'ska obala 7

09.00 -10.00 Conference registration

ROOM E-6 10.00 – 12.30

10.00 - 11.00 **OPENING CEREMONY / OFFICIAL WELCOME, KEYNOTE ADDRESS**

Keynote address: Maja Konečnik Ruzzier

“Destination branding: The case of I feel Slovenia brand”

11.00 - 11.30 Coffee break

11.30 - 12.30 **Keynote address: Marin Alexandrov Marinov**

“Challenges to Contemporary Marketing”

12.30 - 13.30 Lunch

ROOM E-2 13.30 – 15.30 Parallel session I

PARALLEL SESSION I - Sustainable Marketing

Session Chair: Matea Matić

Session Co-Chair: Jasmina Dlačić

1. Hau Do Thi Kim

SUSTAINABILITY OF INTERACTIONS BETWEEN BUSINESS PARTNERS: A REVIEW OF KEY FACTORS IMPACTING BUSINESS-TO-BUSINESS RELATIONSHIP

2. Mirna Leko Šimić, Sofija Turjak

CROATIAN STUDENTS AND ALCOHOL CONSUMPTION-IMPLICATIONS FOR SOCIAL MARKETING

3. Marija Čutura

STAKEHOLDER MARKETING: TOWARDS BETTER UNDERSTANDING OF SOCIAL RESPONSIBILITY IN MARKETING

4. Drago Ružić, Antun Biloš, Filip Radulović

THE EVOLUTION OF PERSONAL MARKETING IN THE DIGITAL ENVIRONMENT: PERCEPTION OF INTERNET USERS IN CROATIA

5. Marija Martinović, Petra Barišić

THE IMPACT OF INDIVIDUAL HETEROGENITY ON BUILDING CONSUMER LOYALTY



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ROOM E-3 13.30 – 15.30 Parallel session II

PARALLEL SESSION II - Destination marketing

Session Chair: Ivana Pavlič

Session Co-Chair: Dina Lončarić

1. Đurdana Ozretić Došen, Marta Brlić, Tanja Komarac

CONSUMERS PERCEPTIONS OF BRAND EXTENSIONS – EVIDENCE FROM CROATIA

2. Ezeni Brzovska, Đurdana Ozretić Došen, Ivana Simjanovska

IMPORTANCE OF DIFFERENT DIMENSIONS IN THE EXPERIENTIAL BASED MODEL AMONG WINE TOURISTS IN THE REPUBLIC OF MACEDONIA

3. Vesna Vrtiprah, Sanja Sentić

EVENT MARKETING IN THE FUNCTION OF BETTER POSITIONING TOURIST DESTINATIONS - THE CASE OF DUBROVNIK

4. Marijana Jurišić, Jasmina Dlačić, Bruno Grbac

ROLE OF LOCAL INHABITANTS IN THE CREATION OF THE TOURIST DESTINATION BRAND

5. Eva Jurišić

DENTAL TOURISM AS AN ELEMENT OF DESTINATIONS' BRANDING

6. Iris Mihajlović, Marija Šimunović, Anamarija Lukenda

INNOVATIONS IN THE FUNCTION OF NEW MODALITIES OF BUSINESS OF TRAVEL INTERMEDIARIES ACCORDING MARKETING TRENDS

UNIVERSITY CAMPUS 16.30 – 17.30 Cromar Assembly

Cromar Assembly

Meeting room, University Campus, Branitelja Dubrovnika 41

Dubrovnik tour

Meeting point at 18.00h, Pile Gate, in front of Tourist Board



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10.00 - 11.30 Paper presentations (2 parallel tracks)

ROOM B-2 10.00 – 11.30 Doctoral colloquium

Doctoral colloquium

ROOM E-2 10.00 – 11.30 Parallel session III

PARALLEL SESSION III - Marketing strategy

Session Chair: Barbara Puh

Session Co-Chair: Bruno Grbac

1. Davor Dujak, Jelena Franjković, Marta Botkulja
RETAIL PRICES IN THE MULTICHANNEL ENVIRONMENT

2. Maja Vujičić, Bruno Grbac, Vladimir Mozetić
USE OF FUNCTIONAL MAGNETIC RESONANCE IMAGING IN MARKETING
RESEARCH IN CROATIA

3. Ivana Pavlič, Katija Vojvodić, Barbara Puh
SEGMENTING THE BABY BOOMER GENERATION: EVIDENCE FROM CROATIAN CONSUMERS

4. Helena Štimac, Ana Pap, Marija Ham
PREDICTING STUDENTS' UNETHICAL BEHAVIOUR: DO ATTITUDES LEAD TOWARDS
INTENTIONS?

5. Mirela Mihić, Ivan Damir Anić, Ivana Kursan Milaković
TIME SPENT SHOPPING AND CONSUMER CLOTHING PURCHASING BEHAVIOR IN CROATIA



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ROOM E-3 10.00 – 11.30 Parallel session IV

PARALLEL SESSION IV - Collaboration, Innovation, Value Co-creation and New Product in Services Development

Session Chair: Iris Mihajlović

Session Co-Chair: Marija Martinović

1. Barbara Vidmar, Morana Fudurić

THE IMPACT OF EVENT MARKETING ON BRAND EQUITY

2. Matina Gjurašić, Dina Lončarić

INTERNAL MARKET ORIENTATION AND ORGANIZATIONAL CITIZENSHIP BEHAVIORS IN THE HOSPITALITY INDUSTRY

3. Maja Stipetić

TAPPING INTO CHANGE: HOW SUCCESSFUL PRODUCT COMPANIES CO-CREATE VALUE AND ENSURE HIGH-QUALITY VALUE-BASED SERVICES?

4. Dina Lončarić, Jasmina Dlačić, Andrijana Kos Kavran

IMPROVING QUALITY OF LIFE THROUGH CO-CREATING TOURIST EXPERIENCE –WHAT EXPERIENTIAL MARKETING HAS TO DO WITH IT?

5. Katja Rakušić, Danijela Perkušić

SUSTAINABILITY MARKETING PRACTICES AMONG THE LEADING FOOD RETAILERS IN CROATIA

11.30 - 12.00 Coffee break

ROOM E-3 12.00 – 12.30 Conference feedback

Conference feedback

ROOM E-3 12.30 – 13.30 Student presentations

Student presentations

20.00 Official Conference Dinner
Hotel Lapad, Lapadska obala 37, Dubrovnik



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Konavle region

Half day excursion

Price per person: 400,00kn

14.00	Departure from Dubrovnik
14.45	Arrival to village Brajkovic and visit the wine cellar
15.30	Continue by train to the village Ljuta
15.40	Visit of water mill Đivanović with demonstrations of flour production
16.30	Continuation to vineyard Vodopić and wine tasting
17.00	Visit of vineyards of Mr Ivo Karaman, wine tasting and snack
17.45	Continuation to vineyard of Mr Niko Karaman, Prosecco and wine tasting
18.30	Return to Dubrovnik
20.00	Arrival in Dubrovnik