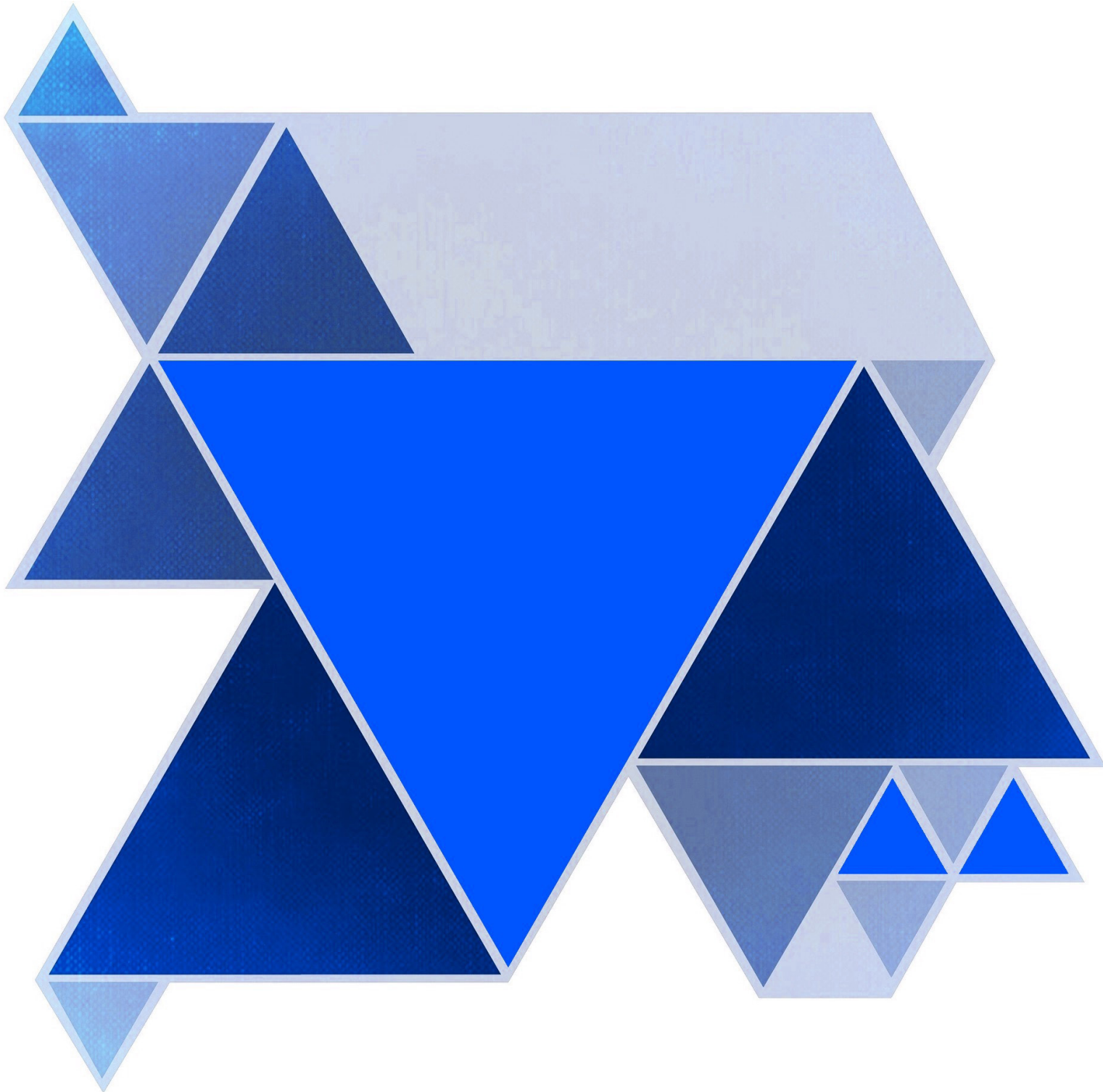


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## SADRŽAJ / CONTENTS

<b>Antun Biloš, Davorin Turkalj, Ivan Kelić</b> EU GENERAL DATA PROTECTION REGULATION IMPLEMENTATION: PRELIMINARY ANALYSIS OF RECENT RESEARCH EFFORTS AND CHALLENGES	1-15
<b>Monika Hordov, Dominik Sikirić, Aleksandra Krajnović</b> GAMIFICATION AS A BUSINESS MODEL IN DIGITAL MARKETING AND ITS IMPLEMENTATION IN TOURISM	17-35
<b>Vladimir Kovšca, Suzana Keglević Kozjak, Tanja Šestanj-Perić</b> FINANCIAL ANALYSIS OF COMPANIES REGISTERED FOR PROMOTION AND MARKET RESEARCH	37-46
<b>Davor Širola, Ana-Marija Rendulić</b> INFLUENCE OF ETHICAL ISSUES ON DIRECT AND INTERACTIVE MARKETING IMPLEMENTATION	47-58
<b>Suzana Keglević Kozjak, Danijela Barušić</b> FINANCIAL RATIO ANALYSIS OF SELECTED PROMOTION COMPANIES	59-71
<b>Martina Kušer, Martina Tomičić Furjan, Larisa Hrustek</b> CUSTOMER IDENTIFICATION AND MARKETING STRATEGY CREATION FOR A NEW PRODUCT OR SERVICE	73-81
<b>Dinko Jukić</b> ADVERGAMING: IDENTITY BRAND ANALYSIS IN THE VIRTUAL WORLD	83-94
<b>Lucija Pejnović, Iva Gregurec</b> USAGE OF AFFILIATE MARKETING AS A PART OF AN INTERNET MARKETING STRATEGY ON CROATIAN MARKET	95-105
<b>Brano Markić</b> GENETIC ALGORITHM AND OPTIMIZATION OF THE SALES ASSORTMENT STRUCTURE	107-115
<b>Krasimira Staneva</b> PALEONTOLOGICAL TOURISM AS A NEW MARKETING APPROACH IN BULGARIA	117-123
<b>Igor Pihir, Snježana Križanić, Ana Kutnjak</b> DIGITAL TRANSFORMATION OF MARKETING IN SMALL AND MEDIUM-SIZED ENTERPRISES - REVIEW OF EXISTING RESEARCH	125-134
<b>Katarina Tomičić-Pupek</b> DIMENSIONS OF CUSTOMER PERCEPTION IN THE CONTEXT OF DIGITAL TRANSFORMATION	135-140
<b>Silvija Podoreški, Damir Dobrinić</b> MARKETING DIRECTION OF FOOD INDUSTRIES ACCORDING TO CONSUMERS OF THE DIGITAL AGE - MILLENNIALS GENERATION	141-152
<b>Alen Dedić, Dijana Vuković, Anica Hunjet</b> THE IMPACT OF HI-TECH TECHNOLOGY ON CONSUMER BEHAVIOUR IN A CHOSEN TOURIST DESTINATION	153-173

<b>Stjepan Vidačić, Mario Špicar</b> IMPACTS OF MS SQL SERVER SYSTEM DEVELOPMENT ON STABILITY OF BUSINESS APPLICATIONS AND DATABASES	175-186
<b>Stjepan Vidačić</b> MODEL FOR EMAILING OF WHOLESALE INVOICES AND EFFECTS THEREOF	187-195
<b>Stjepan Vidačić</b> MODEL FOR ONLINE WEB REPORTING SYSTEM OF BOOKKEEPING SERVICE AND EFFECTS THEREOF	197-206
<b>Josip Beber, Melani Furlan, Robert Pašičko, Hajdana Rukavina</b> CROWDFUNDING OF RENEWABLE SOURCES OF ENERGY	207-216
<b>Pero Batinić, Damir Dobrinić</b> BIG DATA CRM IMPLEMENTATION	217-226
<b>Zhana Genova</b> METHODOLOGICAL ISSUES IN PUBLISHING INFORMATION ABOUT SOCIALLY RESPONSIBLE PRACTICES AND THE ROLE OF DIGITALISATION	227-231
<b>Ivana Dvorski Lacković, Vladimir Kovšca, Zrinka Lacković Vincek</b> THE INFLUENCE OF GENERAL DATA PROTECTION REGULATION ON MARKETING ACTIVITIES IN BANKS	233-241
<b>Petra Šestak, Damir Dobrinić</b> THE APPLICATION OF NEW TECHNOLOGIES IN MARKETING WITH REVIEW ON MARKETING OF THINGS	243-254



CRODMA is a free trade association, which brings together, includes and connects individuals and legal entities engaged in direct and interactive marketing, with the aim of promoting more efficient and more effective management in all areas of Republic of Croatia using the principles, ethics, concepts, knowledge, skills, tools and techniques of direct and interactive marketing. The Association is active in professional and organizational sense independently and in line with the Statute.

## **MISSION**

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CRODMA's mission is to support the development and status of direct and interactive marketing as a business strategy.

The mission will be achieved by supporting: development of a legislative framework that will enable prosperity of activities of direct and interactive marketing and market equality of CRODMA members, promotion of activities of direct and interactive marketing to the public (political, economic and general) as a successful business strategy in the prevailing market conditions and education of members and communication of achievements so that the direct and interactive marketing would be properly considered in the domestic and international, primarily European market.

## **VISION**

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To become a factor in the development and acceptance of the marketing philosophy as the dominant philosophy of business in Croatia.

CRODMA is focused on the popularization and development of direct and interactive marketing with its members' influence, contacts and activities related to the presentation of ideas and success of direct and interactive marketing for the business, political and general public.

