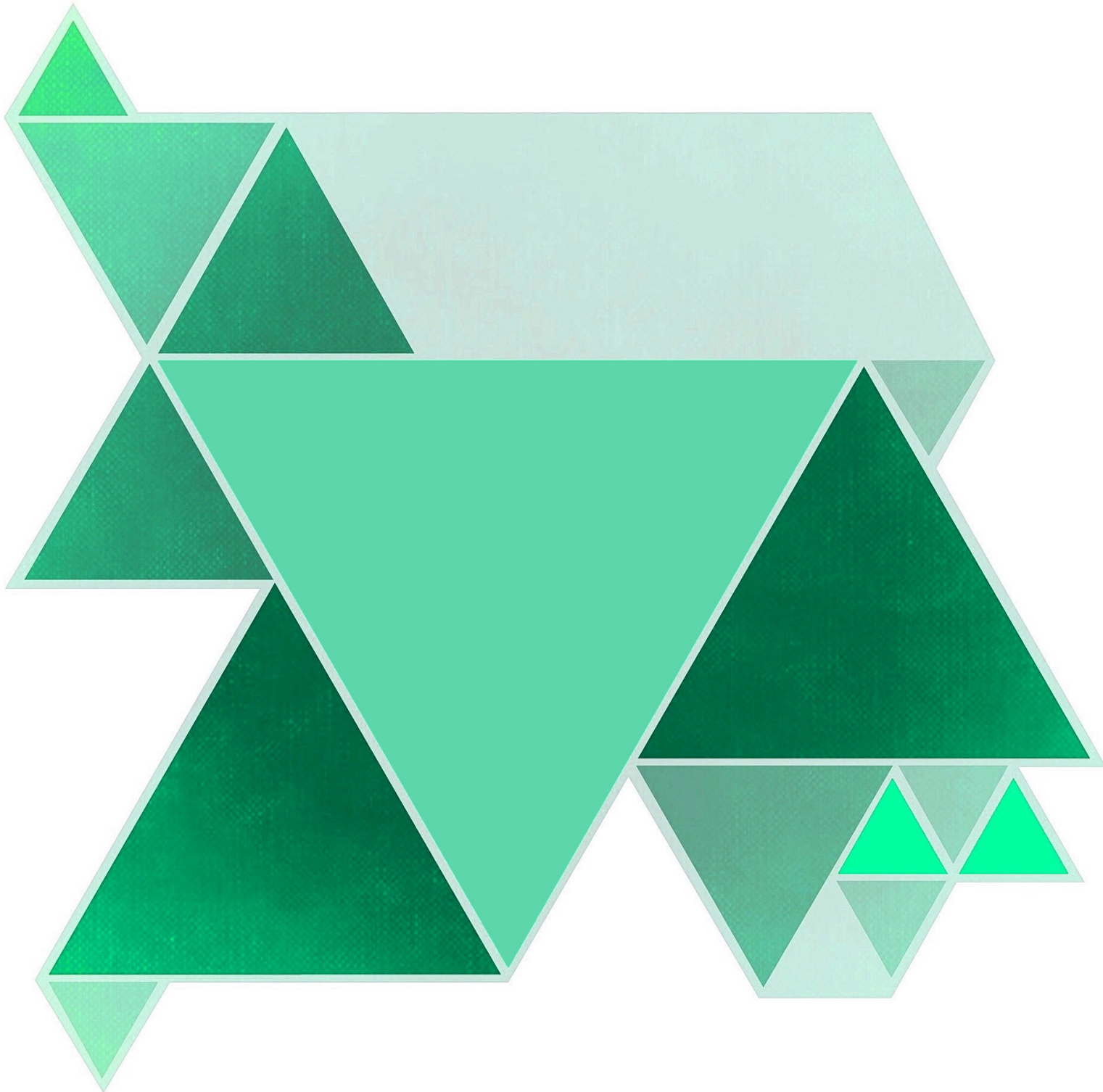


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## SADRŽAJ / CONTENTS

<b>Petra Zečević, Anica Hunjet, Dijana Vuković</b> THE INFLUENCE OF CHATBOTS ON ADVERTISING CAMPAIGN PERFORMANCE	1-17
<b>Ela Martinčević, Dijana Vuković, Anica Hunjet</b> BLOGGERS AND INFLUENCERS - THE PHENOMENON OF DRIVING CONSUMER FASHION CHOICES	18-34
<b>Davor Širola, Valon Gallopeni</b> THE IMPACT OF BRAND EQUITY ON CONSUMER BEHAVIOR ON CROATIAN MOBILE PHONE MARKET	35-45
<b>Dunja Dobrinić</b> IMPACT OF SOCIAL NETWORKS ON THE EMPLOYMENT PROCESS IN THE REPUBLIC OF CROATIA	46-54
<b>Suzana Keglević Kozjak, Nikolina Smetiško</b> COMPARATIVE ANALYSIS OF FINANCIAL SECURITY INDICATORS BETWEEN DOMESTIC AND FOREIGN PROMOTION AGENCIES	55-64
<b>Helena Varjačić, Martina Tomičić Furjan</b> ADVERTISING IN EVENT MANAGEMENT – CASE STUDY	65-72
<b>Ornela Leko, Davorka Topić Stipić</b> DIGITAL MARKETING IN THE TELECOM INDUSTRY – HT Mostar example	73-81
<b>Petra Leonora Cvitanović</b> DIGITAL MARKETING BENCHMARKS LEVERAGED BY MARKETING ANALYTICS TOOLS	82-97
<b>Larisa Hrustek, Ana Kutnjak, Snježana Križanić</b> CHANGES IN MARKETING PROCESSES BY IMPACT OF DIGITAL TRANSFORMATION WITH A FOCUS ON CUSTOMER EXPERIENCE	98-106
<b>Ivana Dvorski Lacković, Vladimir Kovšca, Roman Lacković</b> DO UNIVERSITIES AND STUDENTS NEED TO BE ENTREPRENEURIAALLY ORIENTED? A LITERATURE REVIEW	107-112
<b>Aleksandra Krajnović, Jeličić Nives, Šćiran-Rizner Marina</b> DIGITAL INFORMATION SYSTEMS AND BUSINESS INTELLIGENCE OF TOURIST DESTINATION - EXAMPLE eVisitor	113-133
<b>Ana Maria Babić, Zoran Mihanović</b> CUSTOMER LOYALTY ON THE SPORTS-RECREATION CENTERS MARKET	134-145
<b>Milica Kostić Stanković, Sanja Bijakšić, Nino Ćorić</b> INFLUENCER MARKETING AS A WAY OF PROMOTING A BRAND VIA SOCIAL NETWORKS	146-158
<b>Ana Globočnik Žunac, Kata Milušić, Vlatka Kordoš</b> ROLE OF COLOR IN BRANDS ASSOCIATION TO PARTICULAR INDUSTRY	159-165
<b>Antun Biloš</b> CHALLENGES OF INTERNET INFORMATION SPACE: HOW DO CROATIAN CITIZENS PERCEIVE FAKE NEWS ISSUE?	166-185
<b>Franja Kutnjak, Iva Gregurec</b> PERCEPTION OF CROATIAN COMPANY MANAGERS ON THE IMPACT OF SOCIAL NETWORKS ON CORPORATE BRANDS	186-202



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.

