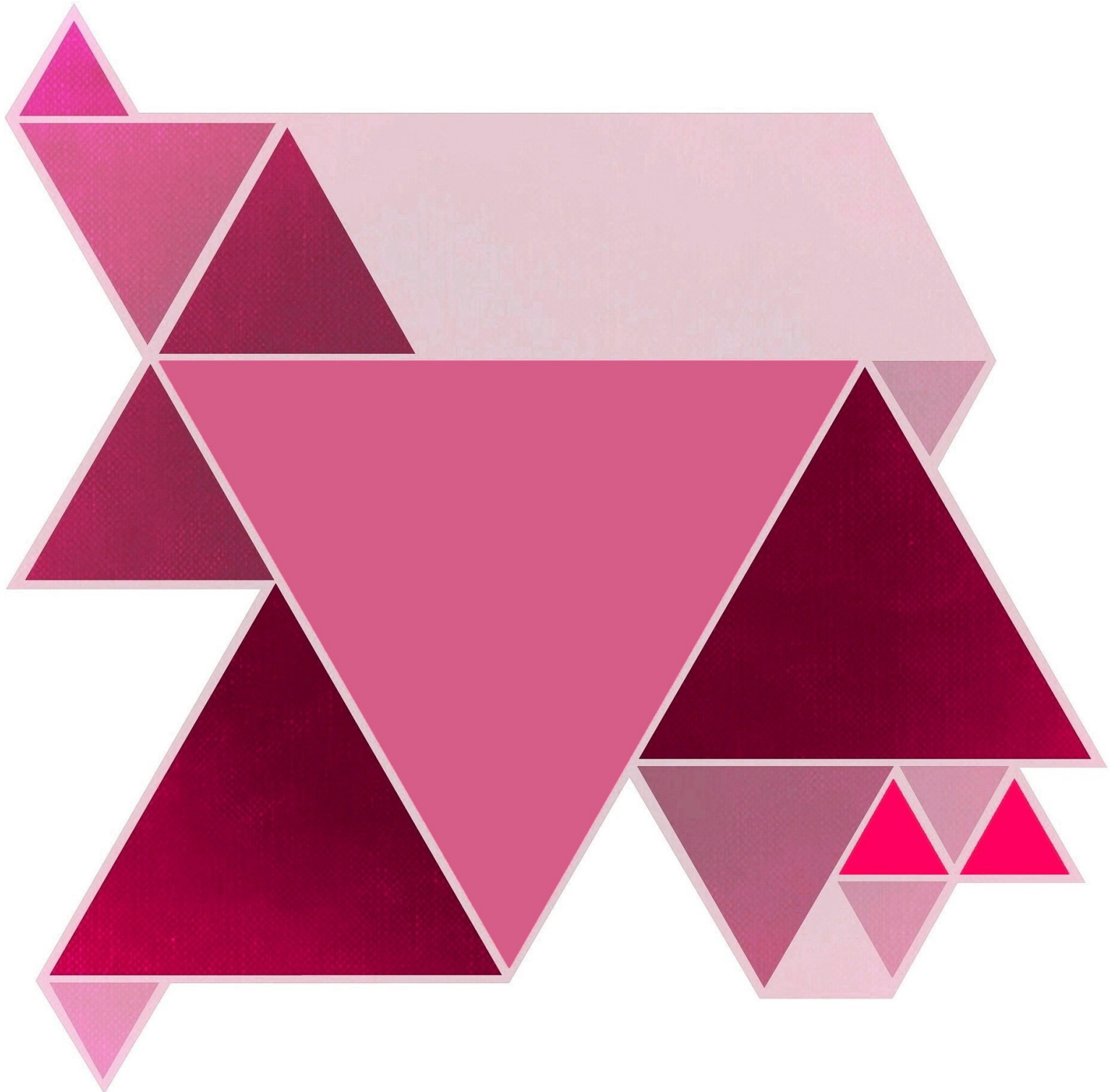


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Međunarodni znanstveno-stručni časopis (CroDiM) objavljuje znanstvene i stručne radove prvenstveno prezentirane na CRODMA konferencijama. Uredništvo časopisa odabire radove za objavu koji prolaze kroz proces dvostruke recenzije. Časopis je dvojezičan (hrvatsko-engleski) i u otvorenom pristupu. Autori preuzimaju odgovornost za jezičnu ispravnost svojih tekstova.

International Journal of Marketing Science (CroDiM) publishes scientific and professional articles primarily presented at CRODMA conferences. Articles for publishing are selected by Editors. Online journal is open access and peer-reviewed. Authors are responsible for the linguistic and technical accuracy of their papers. The journal is bilingual (Croatian-English).

## **PREDGOVOR**

Međunarodni znanstveno-stručni časopis (CroDiM) pokrenut je sa svrhom publiciranja radova prezentiranih na međunarodnim znanstveno-stručnim CRODMA konferencijama. Časopis izlazi jednom godišnje te za svaki broj uredništvo, temeljem preporuka recenzenata, odabire radove objavljene u knjizi radova konferencije. Odabrani radovi prolaze kroz postupak dvostruke slijepe recenzije koju provode domaći i strani recenzenti. Časopis je dvojezičan (hrvatsko-engleski), a radovi se publiciraju na onom jeziku na kojem su objavljeni u knjizi radova konferencije. Pored radova prezentiranih na CRODMA konferencijama časopis je otvoren i za suradnju s autorima koji ne sudjeluju na konferencijama, a koji se svojim radovima sadržajno uklapaju u koncepciju časopisa.

Glavni urednik:

Prof. dr. sc. Damir Dobrinić

## **FOREWORD**

The International Scientific and Professional Journal (CroDiM) was launched for the purpose of publishing papers presented at international scientific and professional CRODMA conferences. The journal is published once a year, and for each issue, the editorial board, based on the reviewer's recommendations, selects several papers published in the book of conference papers. Selected papers go through a double-blind review process conducted by domestic and foreign reviewers. The journal is bilingual (Croatian-English). Papers are published in the same language as in the book of conference papers. In addition to the works presented at the CRODMA conferences, the journal is also open to collaboration with non-participating authors whose articles fit the concept of the journal.

Editor in Chief:

Full Professor Damir Dobrinić, Ph.D.

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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.

