



Dear colleagues,

On behalf of CROMAR (Croatian Marketing Association) and the Faculty of Economics in Osijek, we have the pleasure to invite you to the **XXI CROMAR Congress** entitled “**Marketing - a factor of sustainable development**”, which will be held in Osijek from 1st to 3rd October 2009.

This international Congress offers an opportunity for exchanging marketing thoughts from the scientific and the business environment in order to promote knowledge on marketing amongst scholars by disseminating new research findings and by encouraging the evolution of new research topics. It also serves as a platform for knowledge transfer and interaction between academics and practitioners.

This thought provoking event will be a blend of different activities such as scientific paper presentations, undergraduate students' case study competition, best bachelor thesis competition, the biennial meeting of CROMAR as well as the traditional official dinner. The intention is not only to exchange knowledge about developments in marketing management but also to enable informal exchange and networking between delegates.

It is our pleasure to announce the **Call for Papers**. Potential topics for submission of papers (in English or Croatian) include:

- Marketing in informatics environment
- Logistics
- Guerilla marketing
- Agritourism
- Green marketing
- Social responsibility, ethics and consumer protection
- Marketing and innovations
- Integrated marketing communication
- Contemporary marketing practices.

Your other ideas considering the major congress topic are also wellcome.

Book of abstracts will be prepared and distributed at the Congress, while the complete Proceedings with ISBN will be available after the Congress.

The Organizing Committee has also the pleasure to announce the Competition for Best Case Study for Young Marketers, as well as the Award for the Best Bachelor Thesis in Marketing of

Croatian students defended between the two Congresses. The awarded case studies and Bachelor thesis will also be presented at the Congress.

Important dates

February 28, 2009	Abstract submission deadline
March 20, 2009	Abstract acceptance notification
May 15, 2009	Full paper submission deadline
July 1, 2009	Full paper acceptance notification
October 1-3, 2009	XXI CROMAR Congress

Attached to this letter you will find short proposition for abstract submission.

All further details will be published and adequately updated at the Congress web site: <http://marketing.efos.hr/cromar/> in due time. In case of any uncertainties, do not hesitate to contact the Organizing Committee (e-mail: cromar@efos.hr or phone: +385 31 224472).

We sincerely hope that the XXI CROMAR Congress will prove to be a great opportunity for an open discussion on the latest theories and practices as well as a meeting place for scientists and practitioners from the Region. We look forward to welcoming you.

Please distribute this call to your colleagues who might be interested in participation at the Congress.

Wishing you a merry Christmas and a happy New Year,
Sincerely,

prof.dr.sc. Mirna Leko Šimić
Faculty of Economics Osijek