

29th CROMAR CONGRESS

NOVEMBER 13th AND 14th, 2025

OPATIJA | RIJEKA



Welcome to the 29th CROMAR Congress, a gathering of scholars and professionals committed to advancing marketing through research, practice and collaboration!

This year's theme, **"Empowering the Future: Bridging Science and Practice through Collaboration"** emphasizes the critical role of interdisciplinary synergy in developing innovative and effective marketing strategies.

The Congress serves as a platform for advancing marketing knowledge through collaboration. In a time of digital transformation, changing consumer behavior, and economic uncertainty, it is crucial to integrate scientific research and practical applications to drive innovation. By bringing together experts from marketing and other fields, the Congress promotes collaboration between science and practice to tackle current challenges. The event aims to empower academics, industry professionals, and policymakers through interdisciplinary exchange, using the insights they need to develop forward-looking marketing strategies that create sustainable value.

Join us as we bring together researchers and practitioners to discuss emerging trends, share insights, and develop actionable solutions for the future of marketing. **The 29th CROMAR Congress** will inspire fresh perspectives and strengthen the link between scientific advancements and practical applications through engaging discussions, interactive workshops, and thought-provoking presentations.

Be part of this transformative experience and help shape the future of marketing!

ORGANISED BY:

University of Rijeka
Faculty of Tourism and Hospitality Management & Faculty of Economics and Business

IMPORTANT DATES:

Abstract submission-21 March 2025
Abstract acceptance-28 March 2025
Full papers submission-06 June 2025
Final paper acceptance-19 September 2025

PUBLISHING OPPORTUNITIES:

Congress Proceedings with full papers will be published in electronic format with an ISBN reference.

Supporting journals:

- Tržište/Market
- Tourism and Hospitality Management
- Zbornik radova Ekonomskog fakulteta u Rijeci/Proceedings of Rijeka Faculty of Economics: Journal of Economics and Business
- Ekonomski vjesnik/Econviews - Review of Contemporary Business, Entrepreneurship and Economic Issues
- Zbornik Veleučilišta u Rijeci/Journal of the Polytechnic of Rijeka
- Naše gospodarstvo/Our economy: Journal of Transformative Dynamics in Economics and Business
- Management: Journal of Sustainable Business and Management Solutions in Emerging Economies

*Please note that all supporting journals are subjecting submissions to the double-blind peer-review process. The decision on publication will depend on the peer-review process. Participants are advised to read the journal's scope and aim before deciding on a suitable journal.

SUBJECT AREAS:

- New trends in marketing
- Consumer behaviour in a contemporary market
- New technologies in marketing and marketing research
- Digital Marketing
- Ethics in marketing
- Social media and influencer marketing
- Data-driven marketing and big data marketing
- Marketing Communications
- Marketing in the service sector
- International and cross-cultural marketing
- Non-profit and public-sector marketing
- Marketing management
- Marketing metrics
- Sustainable marketing
- B2B marketing
- Crisis marketing
- Tourism and destination marketing
- Creative cultural tourism
- Marketing in rural tourism

*Scholars in other disciplines offering new perspectives on the congress theme are also encouraged to participate.

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