

28th
CROMAR Congress



Sveučilište Jurja Dobriča u Puli



Fakultet ekonomije i turizma
"Dr. Mijo Mirković"



MARKETING
IN MULTIVERSE
FROM REAL TO VIRTUAL

October 12-13, 2023
Pula, Croatia

Congress Program >

Congress Program

Faculty of Economics and Tourism
“Dr. Mijo Mirković”, Preradovićava 1
(Main building), Pula

DAY 1 – Thursday, 12/10/2023

09:00 –	Participant Registration
09:45	<i>(Main Building Lobby)</i>
09:45 –	Opening Ceremony
10:00	<i>(Room Pula)</i>
10:00 –	Keynote Speaker João Guerreiro,
10:40	PhD (Instituto Universitário de Lisboa - Iscte in Portugal): „ The Implications of Generative AI in the Future of Marketing “ <i>(Room Pula)</i>
10:45 –	Keynote Speaker Aleksandar Raić
11:25	(Infobip) “ AI @ Infobip ” <i>(Room Pula)</i>
11:25 –	Coffee break and Networking
11:45	<i>(Room 303)</i>
11:45 –	Panel 1: „Marketalks unlimited: New era of Marketing”
12:30	Powered by Jamnica & OPG HAHA <i>(Room Pula)</i>

12:30 – 13:15	Panel 2: „Marketalks unlimited: ChattIN’FLUENCER“ Powered by Jamnica & OPG HAHA <i>(Room Pula)</i>
13:30 – 14:00	CROMAR 2023 Awards Powered by Lider <i>(Room Pula)</i>
14:00 – 15:00	Lunch <i>(Pula Student Centre, Svetog Mihovila 3, Pula)</i>
15:00 – 16:00	Session 1 <i>(Room 303)</i> Session 2 <i>(Room 404)</i> CROMAR Assembly <i>(Room Vijećnica)</i>
16:30 – 17:30	Pula City Tour (a ride on a tour bus) <i>Start: Bus Stop (Trg Republike 1, Pula)</i> <i>End: Amphitheater (Flavijevska Street, Pula)</i>
19:30 -	Dinner – House of Istrian Olive Oil / Kuća istarskog maslinovog ulja <i>(Istarska 30, Pula)</i>

DAY 2 – Friday, 13/10/2023

08:30 – 09:00	Participant Registration (<i>Main Building Lobby</i>)
09:00 – 10:30	Session 3 (<i>Room 303</i>) Session 4 (<i>Room 404</i>)
10:30 – 10:45	Coffee break and Networking (<i>Main Building Lobby</i>)
10:45 – 12:15	Session 5 (<i>Room 303</i>) Session 6 (<i>Room 404</i>)
12:15 – 12:45	Editors Meeting Panel (<i>Room 303</i>) (Journals: Market-Tržište; Review of Innovation and Competitiveness; Our economy/Naše gospodarstvo)
13:30 – 15:30	Visit to Infobip – The First Croatian Unicorn (<i>Istarska ul. 9, Vodnjan</i>) Transfer: <ul style="list-style-type: none">• Organized bus transfer from Faculty of Economics and Tourism “Dr. Mijo Mirković” at 13:10• Individual transfer
16:00 – 17:30	Visit to Medea Winery - Guided tasting of wine and olive oil (<i>Željeznička 15, Vodnjan</i>)

Session Schedule

Session 1

(Chair: Sandra Horvat, PhD)

- **Marija Petrušić and Sandra Horvat:**
SPECIFIČNOSTI KUPOVNOG PROCESA
OSOBA S OSTEĆENJEM VIDA
- **Ivana Pavlić, Barbara Puh and Matea Matić
Šošić:** EXPLORATORY STUDY IN GENERATION
Z: FEAR APPEAL TO HEALTH WARNING LABELS
- **Aleksandra Krajnović, Ivana Paula
Gortan-Carlin and Ivona Vrdoljak Raguz:**
RAZVOJ PUBLIKE – STRATEŠKI PRAVAC I
MARKETINŠKI PRINCIP U UPRAVLJANJU
ORGANIZACIJAMA U KULTURI
- **Lela Tijanić and Sabina Lacmanović:** THE
ROLE OF THE EUROPEAN B CORPS IN DIGITAL
AND MARKETING TRANSFORMATIONS

Session 2

(Chair: Božena Krce Miočić, PhD)

- **Ivana Kursan Milaković:** PRICE FAIRNESS PERCEPTION IN ADVERSE TIMES: AN INTERDEPENDENCE THEORY PERSPECTIVE
- **Maja Martinović:** ODREĐIVANJE KRITERIJA ZA MJERENJE EFIKASNOSTI MREŽNIH STRANICA TURISTIČKIH ZAJEDNICA
- **Gabrijela Vidić, Kristina Pavić and Božena Krce Miočić:** DESTINATION POSITIONING THROUGH SLOGANS: THE EXAMPLE OF THE GERMAN FEDERAL STATES
- **Zoran Najdanović and Mirko Palić:** DESTINATION BRANDING IN MEDICAL TOURISM: OPPORTUNITIES FOR CROATIA

Session 3

(Chair: Jasmina Dlačić, PhD)

- **Tadeja Leskovar and Borut Milfelner:** EXPLORING THE LINK BETWEEN INTERNAL MARKETING, WORK-LIFE BALANCE, AND EMPLOYEE ENGAGEMENT: IMPLICATIONS FOR CREATIVITY AND SATISFACTION
- **Elma Melkić, Mario Fraculj and Marin Romić:** ANALYSIS OF COMPETITIVE FORCES IN THE CROATIAN BEER INDUSTRY
- **Jasminka Samardzija, Nikola Draskovic and Ana Havelka Mestrovic:** PRACTICAL APPLICATIONS OF DESIGN THINKING IN THE CONTEXT OF A HIGHLY COMPETITIVE INDUSTRY: THE EXAMPLE OF ROAD CONSTRUCTION INDUSTRY
- **Dora Gaćeša, Ružica Brečić, Matthew Gorton and Luca Panzone:** REACHING A COMPROMISE IN PARENT-CHILD NEGOTIATION IN FOOD SELECTION AND PURCHASES
- **Vanja Šebek, Halida Sarajlić and Nika Jurković:** ATTITUDES AND PRACTICES OF SUSTAINABLE CONSUMPTION AMONG THE STUDENT POPULATION IN CROATIA
- **Karla Videc, Jasmina Dlačić and Matia Torbarina:** IMPACT OF BRAND COLOR ON BRAND AWARENESS

Session 4

(Chair: Zoran Krupka, PhD)

- **Branka Dropulić, Zoran Krupka and Goran Vlašić:** THE USE OF BIOMETRICS IN MARKETING: CHALLENGES AND OPPORTUNITIES
- **Mladen Pancić, Dražen Ćučić and Hrvoje Serdarušić:** THE ROLE OF BLOCKCHAIN-BASED ADVERTISING IN ENHANCING CONSUMER TRUST AND BRAND REPUTATION: A MIXED-METHOD RESEARCH
- **Antun Biloš, Bruno Budimir and Juraj Rašić:** EXPLORING FACTORS AFFECTING GENERATION Z MEMBERS' ADOPTION OF GENERATIVE ARTIFICIAL INTELLIGENCE: A QUANTITATIVE STUDY USING THE MODIFIED UTAUT2 MODEL
- **Şahika Burçin Emiroğlu:** METAVERSE AND THE CONSUMER PERCEPTION: A TECHNOLOGY ACCEPTANCE MODEL (TAM)
- **Anna Rogala, Renata Nestrowicz and Ewa Jerzyk:** MORE SUSTAINABLE FOOD CONSUMPTION OWING TO THE TECHNOLOGY? THE POTENTIAL OF BEHAVIOURAL INTERVENTIONS WITH THE USAGE OF IoT
- **Renata Nestrowicz, Anna Rogala and Ewa Jerzyk:** IoT IN THE FOOD MARKET – BETWEEN THE ABUNDANCE OF SOLUTIONS AND THE (UN) READINESS OF CONSUMERS TO USE THEM

Session 5

(Chair: Helena Štimac, PhD)

- **Helena Štimac, Osman Nurullah Berk and Marija Ham:** WHY DO THEY FOLLOW INFLUENCERS? A STUDY ON GENERATION Z IN CROATIA AND TURKEY
- **Nina Grgurić Čop and Ivana First Komen:** U ČEMU JE PROBLEM? ISTRAŽIVANJE ETIKE U INFLUENCER MARKETINGU I SMJERNICE ZA BUDUĆA ISTRAŽIVANJA
- **Erik Ružić:** USING TIKTOK FOR EDUCATIONAL PURPOSES: A LITERATURE REVIEW
- **Sara Maga:** DRIVERS AND OUTCOMES OF CHATBOT USE BY BUSINESS CUSTOMERS
- **Miroslav Mandić, Iva Gregurec and Ivana Kontin:** USAGE OF SOCIAL NETWORKS AMONG DIFFERENT GENERATION GROUPS IN THE CROATIAN MARKET
- **Zoran Mihanović and Valentina Maretić:** IMPACT OF MARKETING COMMUNICATION IN SHAPING THE DESIRED IMAGE OF SPORTS CLUBS

Session 6

(Chair: **Tanja Komarac, PhD**)

- **Tanja Komarac, Tin Kaurić and Đurđana Ozretić Došen:** PERCEPCIJA DIGITALNIH BANAKA IZ PERSPEKTIVE MLADIH KORISNIKA BANKARSKIH USLUGA
- **Davor Širola:** AN ASSESSMENT OF DETERMINANTS INFLUENCING THE ONLINE BUYING BEHAVIOR OF RETAIL CONSUMERS IN CROATIA
- **Tomislav Krištof, Elma Melkić and Halida Sarajlić:** IS DIGITAL MEDIA ADDICTION LINKED TO RETAIL THERAPY – A DEEPER INSIGHT
- **Dunja Sabolić, Jasmina Dlačić and Nina Grgurić Čop:** ECO-LABELS AND BRAND IMAGE AS A WAY TO DISTINGUISH SUSTAINABLE CLOTHING PRODUCTS
- **Mirna Leko Šimić, Ana Pap Vorkapić and Karla Bilandžić Tanasić:** NONPROFIT ADVERTISING APPEALS - HOW DO THEY IMPACT GENERATION Z PROSOCIAL BEHAVIOR?
- **Nada Kaurin Knežević, Tomislav Krištof and Lucija Mlačak:** HOW GEN Z AND SEX-WELLNESS INDUSTRY BECAME FRIENDS IN THE PANDEMICS: MORE TOYS, MORE PLAY BUT LACK OF OPEN CONVERSATION REMAINS