

# 23<sup>rd</sup> CROMAR CONGRESS

Marketing in a Dynamic Environment  
– Academic and Practical Insights

Lovran, October 24-26, 2013



University of Rijeka



UNIVERSITY OF RIJEKA  
FACULTY OF TOURISM AND  
HOSPITALITY MANAGEMENT  
OPATJUA, CROATIA

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*Ministry of Science, Education and Sports of the Republic of Croatia*

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**Publisher**

© 2013 University of Rijeka, Faculty of Tourism and Hospitality Management, Opatija  
Primorska 42, P.O.Box 97, 51410 Opatija, Croatia  
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**Layout**

Ljubica Pilepić

**Available in**

130 copies

The CIP (Cataloguing in Publication) record is available in the computer catalogue of the Rijeka University Library under the following number: **130315099**

**ISBN 978-953-7842-18-5**

MARKETING IN A DYNAMIC ENVIRONMENT – ACADEMIC AND PRACTICAL INSIGHTS is the title of the proceedings for the papers presented at the 23<sup>rd</sup> international scientific marketing congress held in Lovran (Croatia) from October 24 to 26, 2013 organised by CROMAR – the Croatian Marketing Association and the Faculty of Tourism and Hospitality Management in Opatija, University of Rijeka, Croatia.

Today's relationships on the market are becoming more and more complex. They are characterized by rapid changes, strong competitiveness, need for specialization and for implementing new IT solutions in doing business. One answer to the changes of the dynamic environment is provided by implementing a marketing concept. Bringing about this shift requires new knowledge as well as better knowledge transfer and application.

CROMAR enhances the development of knowledge regarding the implementation of the marketing concept in a dynamic environment, which is why the 23<sup>rd</sup> Congress focuses on the central topic of MARKETING IN A DYNAMIC ENVIRONMENT – ACADEMIC AND PRACTICAL INSIGHTS.

The 23<sup>rd</sup> CROMAR Congress is a platform for marketing scientists and marketing

practitioners from Croatia and other countries to present their research results. The papers were reviewed by international experts, while the Programme and the Organizational Committee consisted of distinguished colleagues from Croatian universities as well as other universities from Europe and the USA. The papers are organised in nine sections: marketing strategy, marketing environment, sustainable marketing, marketing and tourism, e-marketing, retail and brand management, quality and customer loyalty, consumer behaviour and contemporary marketing practice.

We believe that we have achieved the goals of the CROMAR Congress regarding the promotion of marketing knowledge by helping distribute new research results, which will in turn give stimulus for new research topics and new research ideas, either as scientific or professional papers.

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Bruno Grbac

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