

27th CROMAR Congress

Dear friends and colleagues,

On behalf of CROMAR (Croatian Marketing Association) and the Faculty of Economics in Osijek, University J.J.Strossmayer in Osijek, we are pleased to invite you to the upcoming **27th CROMAR Congress: “Let the masks fall – New consumer in business and research”** taking place in **Osijek** from **22nd to 25th September 2021** at the **University J.J.Strossmayer in Osijek, Faculty of Economics in Osijek**.

Conference Theme

Let the masks fall – New consumer in business and research

It is our great pleasure to invite you to participate in the **27th CROMAR Congress** by sending your paper through the online conference management system [EasyChair](#). For more information, you can visit the [website of the conference](#).

- For abstract writing please use *an abstract template* which you can download – [here](#).
- Please do check the previous CROMAR Congress in our [gallery section](#).

We are looking forward to seeing you all in Osijek, Croatia.

Best regards,

Mirna Leko Šimić, PhD

Programme Committee Chair

Mario Banožić, PhD

President of Croatian Marketing Association