

# **Arhiva: 21st CROMAR Congress, 2009**

## **21st CROMAR Congress Osijek**

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## **Foreword**

This digital publication contains the papers and presentations that have been accepted for the XXI Congress of Croatian Marketing Association, held in Osijek, October 8-10, 2009.

Altogether 55 presentations have been selected to be heard under the main Congress topic: **MARKETING AS A FACTOR OF SUSTAINABLE DEVELOPMENT.**

The biannual Congress of Croatian Marketing Association offers an opportunity for exchanging marketing thoughts from the scientific and the business environment in order to promote knowledge on marketing amongst scholars through the dissemination of 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.

We are proud to emphasize that each Congress brings in new quality aspects. This Congress bears witness of the increased interest of international marketing community for this event: there are altogether 17 international papers accepted for presentation at this Congress. Taking this into account, we have managed to ensure international reviewing process for all the papers submitted. We also look forward to the fact of increased interest of Croatian graduate students to participate in

such event. Over 20 research papers of doctoral students have been accepted for presentation.

Hereby we would like to express our appreciation to all the members of the Program Committee and all the reviewers who have done a tremendous job to make this congress a high quality one.

Having in mind a global crisis situation we are particularly grateful for all the public and private funding which has been made available for this Congress. It would have been impossible to set up and run a Congress like this without this support.

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