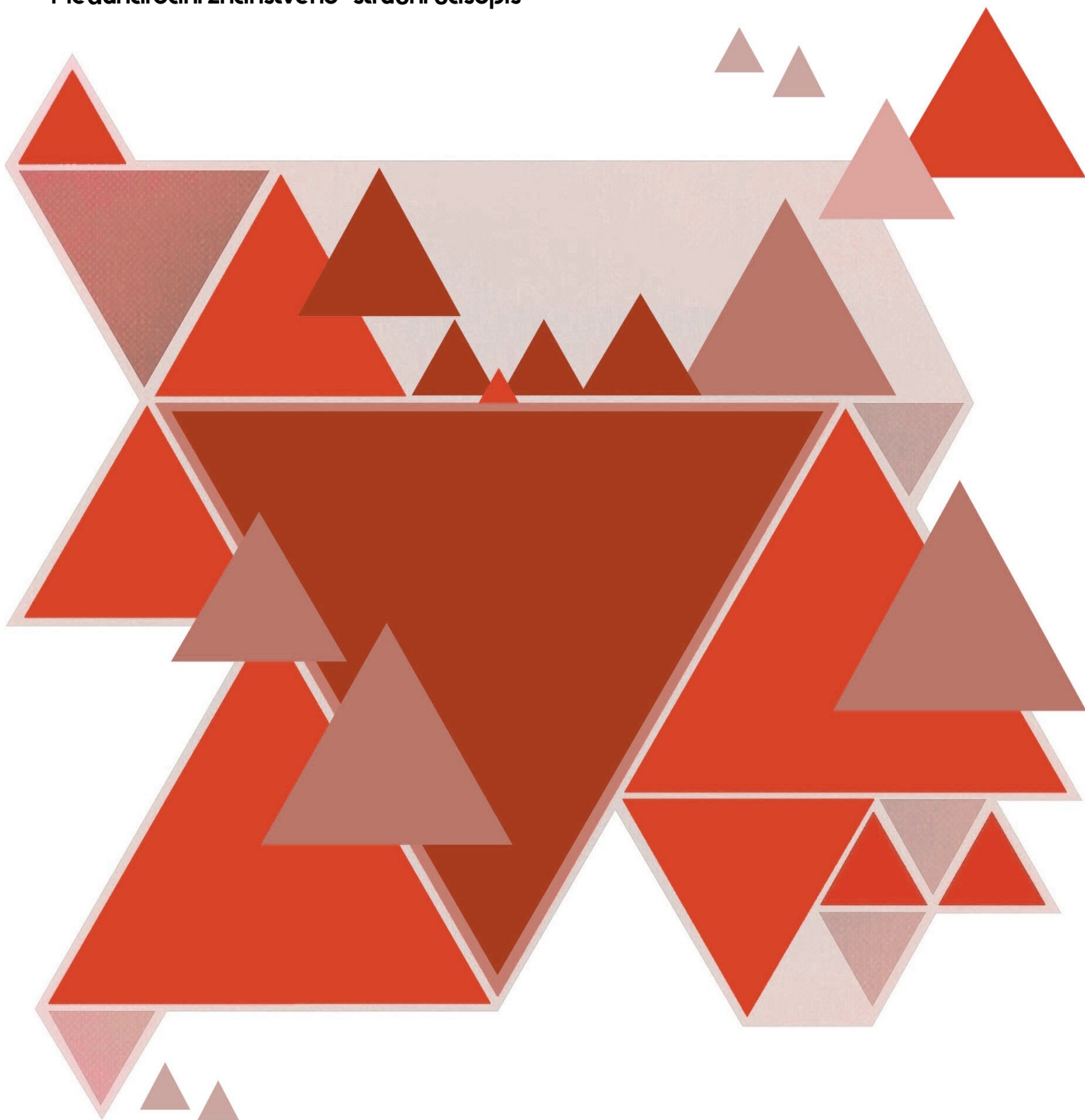


UDC 658.8

e-ISSN 2584-7236

CroDiM

International Journal of Marketing Science
Međunarodni znanstveno-stručni časopis



Vol. 9, No. 1, MARCH 2026

Glavna urednica / Editor in Chief:

Iva Gregurec

Uredništvo / Editorial boards:

Sanja Bijakšić, University of Mostar, Bosnia and Herzegovina / Vesna Babić Hodović, University of Sarajevo, Bosnia and Herzegovina / Eleonora Mihaela Constantinescu, Christian University, Bucharest, Romania / Barbara Čater, University of Ljubljana, Slovenia / Damir Dobrinić, University of Zagreb, Croatia / Dóra Horváth, Corvinus University of Budapest, Hungary / Aleksandra Krajnović, University of Zadar, Croatia / Momčilo Kujačić, University of Novi Sad, Serbia / Wilson Ozuem, Regents University, London, UK / Almir Peštek, University of Sarajevo, Bosnia and Herzegovina / Drago Ružić, University of Osijek, Croatia / Anita Ciunova Shuleska, Saints Cyril and Methodius University of Skopje, North Macedonia / Vladimir Kovšca, University of Zagreb, Croatia / Krasimira Staneva, University of Forestry, Bulgaria / Marija Tomašević Lišanin, University of Zagreb, Croatia / Iva Gregurec, University of Zagreb, Croatia / Ladislav Cvetko, University of Zagreb, Croatia

Nakladnik / Publisher:

CRODMA – Croatian Direct Marketing Association, 42000 Varaždin, Croatia

Naklada / Circulation:

Online – open access: <http://crodma.hr/crodim/>

Godina izdavanja / Year of publication:

2026

Časopis izlazi jednom godišnje / The journal is published once a year.

Kontakt / Contact:

info(at)crodma.hr

Međunarodni znanstveno-stručni časopis (CroDiM) objavljuje znanstvene i stručne radove prvenstveno prezentirane na CRODMA konferencijama. Uredništvo časopisa odabire radove za objavu koji prolaze kroz proces dvostruke recenzije. Časopis je dvojezičan (hrvatsko-engleski) i u otvorenom pristupu. Autori preuzimaju odgovornost za jezičnu ispravnost svojih tekstova.

International Journal of Marketing Science (CroDiM) publishes scientific and professional articles primarily presented at CRODMA conferences. Articles for publishing are selected by Editors. Online journal is open access and peer-reviewed. Authors are responsible for the linguistic and technical accuracy of their papers. The journal is bilingual (Croatian-English).

BRANIMIR KURMAIĆ, IVAN KUNAC

THE ROLE OF AI SENTIMENT ANALYSIS IN SHAPING MARKETING DISCOURSE

1-10

MATIJA NOVAK, MARIJA MAČEK

SEO EVALUATION WITH AI AND CONVENTIONAL TOOLS: CASE STUDY OF HIGHER EDUCATION WEBSITES IN CROATIA

11-20

DIJANA VUKOVIĆ, ANTE RONČEVIĆ, MARIJA ZAVACKI KLJUČAR

CYBERBULLYING AMONG YOUTH: THE ROLE OF SNAPCHAT IN THE EXPERIENCES OF GENERATION Z

21-32

ARNELA BEVANDA, INJA STOJKIĆ, MIRELA MABIĆ

THE INFLUENCE OF BRAND EQUITY ON THE COGNITIVE DIMENSION OF STUDENT BEHAVIOR WHEN OPTING FOR A HIGHER EDUCATION INSTITUTION

33-42

IRENA ŠKER, MARKO PALIAGA, HELGA MOŽE

THE IMPLEMENTATION OF STRATEGIC MARKETING IN NON-PROFIT ORGANIZATIONS IN ISTRIA COUNTY: CHALLENGES AND BENEFITS

43-60

KRISTINA MARŠIĆ, MAJA STRACENSKI KALAUZ, MATIJA ERŠEG

RESEARCH AND ANALYSIS OF THE PERCEPTION AND PURCHASE DECISION AMONG CROATIAN CONSUMER'S SNEAKER SHOES

61-72

LEA MASNEC, LARISA HRUSTEK, ANA KUTNJAK

THE ROLE OF SUSTAINABLE MARKETING IN THE TRANSFORMATION OF THE TEXTILE INDUSTRY TOWARDS A CIRCULAR ECONOMY

ULOGA ODRŽIVOG MARKETINGA U TRANSFORMACIJI TEKSTILNE INDUSTRIJE PREMA CIRKULARNOJ EKONOMIJI

73-84

ANAMARIJA ZRON

EMOTIONAL BOTS, ARTIFICIAL INTELLIGENCE AND 10G NETWORK: THE FOUNDATION OF A NEW DIMENSION AND PERSONALIZED MARKETING

85-94

MAGDALENA KUŠTELEGA

TRANSFORMATION OF THE USER EXPERIENCE THROUGH MARKETING ACTIVITIES IN THE METAVERSE

TRANSFORMACIJA KORISNIČKOG ISKUSTVA KROZ MARKETIŠKE AKTIVNOSTI U METAVERZUMU

95-106



CRODMA is a free trade association, which brings together, includes and connects individuals and legal entities engaged in direct and interactive marketing, with the aim of promoting more efficient and more effective management in all areas of Republic of Croatia using the principles, ethics, concepts, knowledge, skills, tools and techniques of direct and interactive marketing. The Association is active in professional and organizational sense independently and in line with the Statute.

MISSION

CRODMA's mission is to support the development and status of direct and interactive marketing as a business strategy.

The mission will be achieved by supporting: development of a legislative framework that will enable prosperity of activities of direct and interactive marketing and market equality of CRODMA members, promotion of activities of direct and interactive marketing to the public (political, economic and general) as a successful business strategy in the prevailing market conditions and education of members and communication of achievements so that the direct and interactive marketing would be properly considered in the domestic and international, primarily European market.

VISION

To become a factor in the development and acceptance of the marketing philosophy as the dominant philosophy of business in Croatia.

CRODMA is focused on the popularization and development of direct and interactive marketing with its members' influence, contacts and activities related to the presentation of ideas and success of direct and interactive marketing for the business, political and general public.

