

CALL FOR PAPERS

Decision making for small and medium-sized enterprises

May
4th - 5th
2017

Ostrava, Czech Republic

go.slu.cz/demsme

International scientific Conference of Department
of Business Economics and Management
and Department of Informatics and Mathematics
at Silesian university in Opava, School of Business
Administration in Karvina.



**SILESIA
UNIVERSITY**

SCHOOL OF BUSINESS
ADMINISTRATION IN KARVINA



Decision making for small and medium-sized enterprises

The conference Decision making for Small and Medium-Sized Enterprises (DEM-SME) is a meeting of professionals from universities and businesses interested in the theory and applications of decision-making research using informatics, mathematics, business economics and management, and marketing approaches in the practice of SMEs.

Participants are invited to submit an abstract concerning one or more of the subject areas of the conference (go.slu.cz/demsme) before the deadline for abstract submissions. The abstract should be submitted as a plain text (without references and formulas) to EasyChair submission system. The abstract should have 10-15 lines.

After the acceptance of the abstract and the conference fee is paid, authors are invited to submit papers of 6-10 pages in length including results, figures and references. Bases on a review process (2 referees for each paper), the best papers will be published in a proceedings that will be submitted to the Thomson Reuters' Social Sciences Citation Index (Web of Science). The remaining papers will be included in a proceedings with an ISBN.

Important dates

Abstract submission and registration deadline:	February 1st 2017
Notification of abstract acceptance:	February 17th 2017
Payment deadline:	March 4th 2017
Conference:	May 4th - 5th 2017
Paper submission deadline:	May 19th 2017

Conference fee

CZK 5400 / EUR 200 - the standard fee
CZK 4050 / EUR 150 - PhD students, ECSB members and passive participants

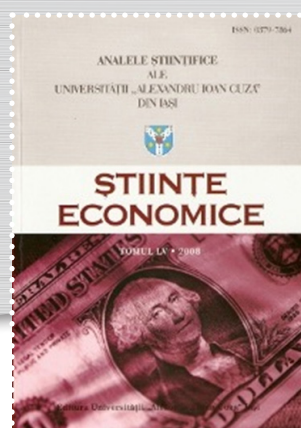
Venue

Mercure Ostrava Center Hotel / www.mercureostrava.cz

Journal publication opportunities

We are pleased to inform that selected papers will be offered an opportunity to be published in our partner journals:

- Scientific Annals of Economics and Business
- Central European Business Review
- Forum Scientiae Oeconomia



Marketing topics of interest:

- Customer relationship management (CRM) and its benefits for companies development
- Services marketing and its potential in customer care
- Brand marketing
- Modern trends in marketing communication
- Use of social networks in the marketing development
- Content marketing
- Offline versus online marketing
- The market potential of specific target customer groups
- Innovations in marketing
- Specifics of marketing in the B2B market

Business Economics and Management topics of interest:

- Enterprise and new management approaches
- Role of logistics in business processes
- Sustainable entrepreneurship and adaptability of enterprises
- Business performance measurement and management
- Analysis of economic factors affecting decisions made by business firms
- Quantitative methods to analyze business enterprises and factors influencing the organizational structures
- Business Process Management
- Cost controlling in small and medium- sized enterprises
- From the theoretical business economics models to their practical applications
- Contemporary and future perspectives of family businesses
- Deciding of Czech SMEs to enter foreign markets
- Innovation management and knowledge management of SMEs
- Project management in SMEs
- Ethics, Corporate Social Responsibility and Sustainability
- New approaches in deciding on strategy for SME

Informatics topics of interest:

- Simulation-based decision making
- Datamining and knowledge-based decision making
- Artificial intelligence methods for decision making
- Agent-based business processes modeling
- Multivariate optimization of business processes
- Information support for decision making
- Computational intelligence
- Business intelligence analytics
- Computational support of competitive intelligence
- Process mining and process discovery
- Computability and algorithmic complexity in economics
- Optimization and strategies for decision making problems



Mathematics topics of interest:

- Quantitative Methods in a Context of SMEs
- Methods of Operational Research with applications on the theory of SMEs
- Economic Modeling and Econometrics Analysis Application to SMEs
- SMEs in a Context of Mathematical Economics
- Application of Decision Making Models on SMEs
- Uncertainty in Decision-Making Methods for SMEs
- Case Studies on Decision Methods for SMEs
- Financial Modelling for SMEs



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