



International conference on

# DECISION MAKING FOR SMALL AND MEDIUM-SIZED ENTERPRISES



**SILESIA  
UNIVERSITY**  
SCHOOL OF BUSINESS  
ADMINISTRATION IN KARVINA

**May  
13th - 14th  
2021**

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.

[go.slu.cz/demsme](https://go.slu.cz/demsme)

Prague, Czechia

# CALL FOR PAPERS

# The conference Decision making for Small and Medium-Sized Enterprises (DEMSME) 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](http://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. After review process (2 referees for each paper) evaluation and authors' decision, the best papers will be published in a proceedings that will be submitted to the Thomson Reuters' Social Sciences Citation Index (Web of Science) and (after major revision)/or to special issues or regular issues of our partners' journals.

## Important dates

Abstract submission and registration deadline:	January 10, 2021
Notification of abstract acceptance:	January 20, 2021
Paper submission deadline	February 20, 2021
Notification of paper acceptance:	March 15, 2021
Paper submission deadline:	March 23, 2021
Payment deadline:	April 10, 2021
Conference:	May 13-14, 2021

## Conference fee

There is no conference fee. You need only to pay for your accommodation and travelling costs.

## Venue

Congress & Wellness Hotel Olšanka, Prague, [www.hotelolsanka.cz/en](http://www.hotelolsanka.cz/en)

## Journal publication opportunities

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

1. the best selected papers will be published in Web of Science/SCOPUS journals:

- » Journal of East-West Business
- » European Journal of International Management

2. very good selected papers will be published in SCOPUS journals:

- » Scientific Annals of Economics and Business
- » Journal of Entrepreneurship, Management and Innovation
- » Central European Business Review
- » Organizacija
- » Journal of Self-Governance and Management Economics
- » Economics, Management, and Financial Markets

3. other good quality papers will be published in ERIH journals:

- » Acta Academica Karviensia
- » Economics Management Innovation

4. other good quality papers will be published in these journals:

- » Marketing and Management of Innovations

### 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



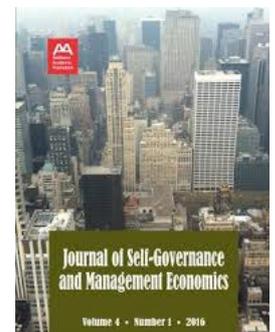
EUROPEAN UNION  
European Structural and Investing Funds  
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Development and Education



SILESIAN  
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ADMINISTRATION IN KARVINA

# Silesian university in Opava School of Business Administration in Karvina

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