



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

International conference on

Decision making for Small and Medium-Sized Enterprises

Programme

go.slu.cz/demsme

Thursday, 4th May

08.30 - 10.00 Registration of the participants

10.00 - 10.15 Opening ceremony **Room Karolína**

10.15 - 12.00 Plenary session, Keynote lectures **Room Karolína**

František Sudzina, Aalborg University, Denmark - Topic: „Loyalty to two brands of beer of the same producer“

Jaroslav Ramík, Silesian university in Opava, Czech Republic - Topic: „Pairwise comparisons matrix and its application to ranking alternatives“

Přemysl Soldán, IT Cluster, Czech Republic - Topic: „Formal decision making in medium-sized and big corporations“

12.00 - 13.30 Lunch

13.30 - 15.00 Sessions 1 **Room Antonín** Sessions 2 **Room Šalamoun**

15.00 - 15.30 Coffee break

15.30 - 17.30 Sessions 3 **Room Antonín** Sessions 4 **Room Šalamoun**

19.00 - 22.00 Welcome evening

Friday, 5th May

08.00 - 08.30 Registration of the participants

08.30 - 10.00 Sessions 5 **Room Antonín** Sessions 6 **Room Šalamoun**

10.00 - 10.30 Coffee break

10.30 - 12.00 Sessions 7 **Room Antonín**

12.00 - 12.15 Closing ceremony **Room Karolína**

12.15 - 13.30 Lunch

Session 1: Marketing topics of interest

Thursday 13:30

Room Antonín

Session Chair: Martin Klepek

Viktorija Grigaliūnaitė and Lina Pilelienė: ELEMENTS OF ONLINE ADVERTISING INFLUENCING CONSUMER BEHAVIOUR: THEORETICAL INSIGHTS

Lina Pilelienė and Viktorija Grigaliūnaitė: IMPACT OF COLOR TEMPERATURE ON THE EFFECTIVENESS OF ADVERTISING SPOKESPERSON

Veronika Braciníková and Kateřina Matušínská: THE CONCEPT 5C OF TACTICAL MARKETING IN FINANCIAL SERVICES

Adéla Chromčáková, Halina Starzyczna and Michal Stoklasa: PEOPLE AND COMMUNICATION IN CRM PROCESS IN SMALL AND MEDIUM SIZED CZECH ENTERPRISES

Vilma Tamulienė: RESEARCH IN CONSUMER PREFERENCES SELECTING THE INSURANCE SERVICES: A CASE STUDY OF LITHANIA

Radka Bauerová: TECHNOLOGY ACCEPTANCE MODEL IN ONLINE SHOPPING: A LITERATURE REVIEW

Session 2: Business Economics and Management topics of interest

Thursday 13:30

Room Šalamoun

Session Chair: Pavel Adámek

Bin Gao and Robert Paton: IMPLEMENTATION OF DESIGN METHOD IN SMES FOR SERVICE INNOVATION: A KNOWLEDGE PERSPECTIVE

Šárka Zapletalová: THE DECISION MAKING OF SMALL AND MEDIUM-SIZED ENTERPRISES TO ENTER FOREIGN MARKETS

Žaneta Rylková, Karel Stelmach and Petr Vlček: COUNTERFACTUAL IMPACT EVALUATION IN INTERNAL ENVIRONMENT OF ENTERPRISES

Jarmila Šebestová and Zuzana Palová: PERFORMANCE ASSESSMENT AS A BASELINE FOR DECISION MAKING IN SOCIAL GOAL-ORIENTED ORGANIZATIONS

Renáta Pakšiová: THE IMPORTANCE OF CONSTRUCTIVE CRITICAL ANALYSIS OF PROFIT CREATION AND QUANTIFICATION FOR A DECISION-MAKING ON ITS ALLOCATION

Session 3: Business Economics and Management topics of interest

Thursday 15:30 **Room Antonín** **Session Chair: Jarmila Šebestová**

Kristupas Zegunis, Rimantas Stasys, Arnoldas Jurgutis and Arvydas Martinkenas: THE INCENTIVES FOR THE RATIONAL USE OF THE HEALTH CARE SYSTEM RESOURCES IN KLAIPEDA REGION

Dominik Zimon and Teresa Gajewska: THE LEGITIMACY OF THE IMPLEMENTATION OF THE REQUIREMENTS OF ISO 9001: 2015 IN SMALL AND MEDIUM-SIZED ORGANIZATIONS

Ján Rudy: WHY MANAGERS MAKE UNETHICAL MANAGERIAL DECISIONS

Šárka Čemerková and Daniel Kvíčala: DECISION-MAKING PROCESSES IN DEALING WITH PROBLEMS IN CUSTOMER SERVICE AREA

Martin Spraggon: SPONTANEOUS PLAY IN SMALL SOFTWARE FIRMS: A COMPELLING CASE OF INFORMAL LEARNING AND INNOVATION

Pavel Adámek, Radka Bauerová, Jana Kadlubcová and Šárka Zapletalová: THE DECISION MAKING ON STRATEGY IN THE CONTEXT OF BUSINESS EXCELLENCE MODELS: THE PERFORMANCE AND STRATEGY

Virginia Bodolica: FORMAL GOVERNANCE IN INFORMAL SETTINGS: ANY HOPE FOR SMALL FAMILY FIRMS IN EMERGING MARKETS?

Session 4: Informatics topics of interest

Thursday 15:30 **Room Šalamoun** **Session Chair: Jan Górecki**

Petr Suchánek and Robert Bucki: PARAMETERIZATION OF THE E-COMMERCE PROCESS MODEL TO SUPPORT ITS EFFECTIVE MANAGEMENT

Dalibor Šimek and Roman Šperka: THE IMPLEMENTATION OF AGILE PROCESS SIMULATION IN THE ENTERPRISES PRACTICE

Roman Šperka and Michal Halaška: THE IMPACT OF ADVERTISING ON COMPANY KPIS AND CUSTOMER BEHAVIOR IN MAREA SIMULATION MODEL

Milena Janáková: BARRIERS AND OPTIMIZATION FOR DECISION MAKING

Josef Botlík and Martin Nováček: MONETIZATION OF INTERNET SERVICES FOR THE SEGMENT OF SMALL AND MEDIUM BUSINESSES

Radomir Perzina: DECISION ANALYSIS MODULE FOR SMALL ENTERPRISES

Jan Górecki: COPULA-BASED BAYESIAN CLASSIFIERS FOR SMES

Radim Dolák and Josef Botlík: BPMS OPEN SOURCE TOOLS AND BASIC APPROACH FOR ITS COMPARISON

Session 5: Marketing topics of interest

Friday 08:30

Room Antonín

Session Chair: Michal Stoklasa

Martin Klepek: SOCIAL MEDIA MARKETING IN THE CZECH REPUBLIC: SYSTEMATIC LITERATURE REVIEW OF THE CURRENT ACADEMIC RESEARCH

Alkan Alkaya and Ercan Taşkın: EFFECTIVENESS OF SOCIAL MEDIA ACTIVITIES ON VALUE EQUITY, A CASE STUDY ON MOBILE OPERATORS

Filip Štroch: MARKETING COMMUNICATION IN AN ONLINE ENVIRONMENT FOR B2B MARKETS

Session 6: Mathematics topics of interest

Friday 08:30

Room Šalámoun

Session Chair: Jiří Mazurek

Ievgenii Maistrenko: DECISION-MAKING SUPPORT INTRODUCTION OF A NEW PRODUCT FOR THE CONSUMER MARKET - A REVIEW OF

APPROACHES

Elena Mielcová: DEPENDENCE OF SME EMPLOYMENT ON MACROECONOMIC FACTORS

Zuzana Kiszová: EMPLOYEE EVALUATION – CASE STUDY USING EIGENVECTOR METHOD

Radmila Stoklasová: THE RELATIONSHIP BETWEEN LABOUR PRODUCTIVITY OF SMES IN EUROPEAN UNION AND GOVERNMENT SPENDING ON RESEARCH AND DEVELOPMENT

Jiří Mazurek: DECISION MAKING SOFTWARE FOR SMALL AND MEDIUM ENTERPRISES

Session 7: Business Economics and Management **topics of interest**

Friday 10:30 **Room Antonín** Session Chair: Šárka Čemerková

Delia-Elena Diaconășu and Ovidiu Stoica: STOCK MARKET VOLATILITY IN CENTRAL AND EASTERN EUROPE

Mária Seková and Tamara Pešić: ACTUAL ISSUES IN MANAGEMENT OF INTELLECTUAL CAPITAL IN SLOVAK COMPANIES OPERATING WITHIN CHOSEN INDUSTRY

Angelika Kútna and Norbert Gyurián: DECISION PROCESS AND TOTAL VALUE ADDED TAX DUE OPTIMISATION IN SMALL AND MEDIUM SIZED ENTERPRISES

Arkadiusz Borowiec: KNOWLEDGE MANAGEMENT IN SME SECTOR COMPANIES PARTICIPATING IN THE PUBLIC PROCUREMENT MARKET IN THE LIGHT OF EMPIRICAL RESEARCH

Joanna Małecka: PROSPECTS FOR INTERNATIONAL TRADE DEVELOPMENT IN SELECTED SECTORS OF SME ACTIVITY IN POLAND

Joanna Małecka and Teresa Łuczka: POTENTIAL OF ENTERPRISES WITH POLISH CAPITAL – FUTURE PARTICIPANTS IN THE CAPITAL MARKET IN POLAND

