


**INTERNATIONAL  
CONFERENCE ON**

A photograph of a modern university building with a clock tower, set against a blue sky with white clouds. The building has a sign that reads "Slezská univerzita Obchodně podnikatelská fakulta".

# **DECISION-MAKING FOR SMALL AND MEDIUM-SIZED ENTERPRISES**

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## **CALL FOR PAPERS**

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.



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

**MAY 22–23, 2025**

School of Business Administration in Karvina,  
Univerzitní náměstí 1934/3, Karviná

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

# The International Conference on 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 a paper concerning one or more of the subject areas of the conference (see the Main Page) before the deadline for registration. AUTHORS ARE INVITED TO SUBMIT PAPERS OF 6–10 PAGES IN LENGTH, INCLUDING RESULTS, FIGURES, AND REFERENCES. It is necessary to write the paper according to the instructions. Please register and upload your paper at [demsme.opf.slu.cz/registration](https://demsme.opf.slu.cz/registration).



After the review process (2 referees for each paper), the authors of the accepted papers will decide whether they wish their paper to be published in a conference proceeding, which will be submitted to the Web of Science, or they submit their paper to a special or regular issue of a journal of our partners'. Publication in both the proceedings and the partners' journal is not possible due to originality. If authors decide to submit their accepted paper to a journal, we cannot guarantee their publication because the paper must undergo another review process according to the journal's standards. However, we will help the authors to select a suitable journal and negotiate a fast review process after agreeing with the authors.

## Important dates

Registration and paper submission deadline	February 10, 2025
Notification of paper acceptance	March 15, 2025
Revised paper submission deadline	March 31, 2025
Payment deadline	April 15, 2025
Final version of paper for Conference proceedings	April 30, 2025
Conference	May 22-23, 2025

## Conference fee

5 000 CZK / 200 EUR - the standard fee

## Venue

Silesian University in Opava, School of Business Administration in Karvina, [www.slu.cz/opf/en/](http://www.slu.cz/opf/en/).

Selected papers will be published in a [journal of our partners'](#) indexed in the Web of Science and/or Scopus or in an edited monograph published by [IGI Global](#), USA, named "[Building a Green Future Through Essential Decision-Making Competencies](#)".

## 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:

- » E&M Economics and Management

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

- » Scientific Annals of Economics and Business
- » Journal of Entrepreneurship, Management and Innovation



- » Engineering Management in Product and Services
- » Central European Business Review
- » Entrepreneurial Business and Economics Review (EBER)
- » Forum Scientiæ Oeconomia

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

- » Acta Academica Karviensia
- » Economics Management Innovation
- » Trendy v podnikání
- » HUMANITAS Zarządzanie

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

- » Journal of Entrepreneurship in Emerging Economies
- » Journal of Self-Governance and Management Economics
- » Economics, Management, and Financial Markets

## Marketing topics of interest:

- » Customer relationship management (CRM) and its benefits for companies development
- » Services marketing and its potential in customer care
- » Brand building
- » 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:

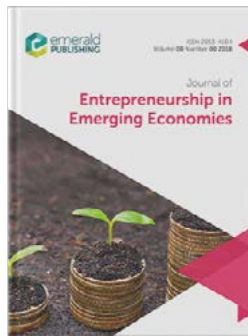
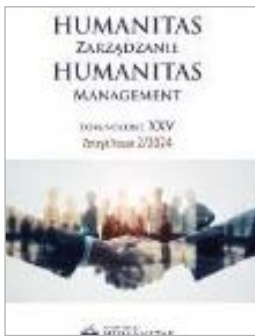
- » Enterprise and new management approaches
- » Role of logistics in business processes
- » Sustainable entrepreneurship and adaptability of enterprises
- » Business performance measurement and management
- » Analysis of economic factors affecting decisions made by business firms
- » Quantitative methods 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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