



Innovative Economic Symposium 2015

Small and Medium-Sized Enterprises as a Stabilizing Factor in the Market Economy



Under the auspices of Ing. Vladimír Dlouhý, PhD. (President of the Chamber of Commerce of the Czech Republic), doc. Ing. Karel Havlicek, PhD., MBA (Chairman of the Association of Small and Medium-Sized Enterprises in the Czech Republic) and Mgr. Jiri Zimola (Governor of South Bohemia)

Motto

“The business enterprise has two—and only two—basic functions: marketing and innovation. Marketing and innovation produce results; all the rest are costs.” Peter F. Drucker

Target

There are many unanswered questions in the dynamic area of small and medium-sized enterprises. The aim of the conference is to find relevant answers to predefined questions. The outputs of the conference should provide sufficient material to eliminate the key problems in small and medium-sized enterprises. The conference brings together academics, students and representatives of the professional sphere. Each of these interest groups has its own point of view to the issue. Their confrontation can create innovative approaches to the SMEs.

Thematic Areas

- Primary Issues
- How to specify the importance of small and medium-sized enterprises (hereafter SMEs) for the stability and competitiveness of the economy?
- Why is it important the optimization of management SMEs processes and what are the specifics and principles in the management of financial, human and material resources?
- Where to look for areas with the greatest innovative potential by SMEs and what are the current trends?

Alternative Issues

- Which obstacles are crucial to overcome for the existence of SMEs?
- What are the sources to draw direct and indirect support for business from?
- Why are there differences in the macroeconomic and microeconomic view of the creation and termination of SMEs?
- What amount of a share of the economy of the South Bohemian region is occupied by SMEs?
- Where to look for key differences in the structure of the organization and management of SMEs from multinational corporations?

The preliminary conference programme

09.00 – 10.00	Participant registration
10.00 – 10.15	Opening ceremony
10.15 – 10.45	Introductory performance
11.00 – 12.00	Plenary session
	<ul style="list-style-type: none"> • JUDr. Tomáš Novotný; Ministry of Industry and Trade of the Czech Republic • Ing. Rut Bízková; Technology Agency of the Czech Republic
12.00 – 13.00	Lunch
13.00 – 15.00	Plenary session
	<ul style="list-style-type: none"> • doc. Marek Vochozka; Institute of Technology and Business • prof. Hao Kai • selected academic papers
15.00 – 15.30	Coffee break
15.30 – 17.30	Plenary session
	<ul style="list-style-type: none"> • selected academic papers
17.45 – 18.00	Closing ceremony
18.00 – 20.00	Social evening

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5 November 2015

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Contact person: Tereza Veberová | veberova@mail.vstecb.cz | Conference administrator

