

VYSOKÁ ŠKOLA MANAŽMENTU

in Trenčín

cordially invites you to the
6th International Research Conference

**“Management Challenges in the 21st Century”
“Manažment v 21. storočí: problémy a východiská”**

Theme of the Conference in 2014:

**“ Fostering Entrepreneurship – Small and Medium-Sized
Businesses
as Pillars of Economic Growth“**



Bratislava
April 23, 2014

CONFERENCE OBJECTIVE

The purpose of the conference is to focus academic discussion on various aspects of small and medium entrepreneurship and possibilities of its support. Small and medium-sized businesses form a significant and relatively stable contribution to the gross domestic product in developed economies as well as in Slovakia. The conference will be focusing on the analysis of financing aspects and also on the main managerial and marketing issues faced by small and medium-sized businesses as well as start-up, family, and non-profit organizations. The conference's ambition is to promote interdisciplinary exchange of ideas and to provide a platform for discussing knowledge management and education as means to stimulate innovations in small and medium-sized businesses. We invite academicians as well as practitioners from all related areas to participate in this upcoming scientific event.

PROGRAM COMMITTEE

INTERNATIONAL RESEARCH COMMITTEE

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prof. MUDr. Branislav Lichardus, DrSc., Dr.h.c.
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Ing. Daniela Maťovčíková, PhD.

Alena Bušíková, M.B.A., PhD.

PhDr. Erik Kubička, M.B.A.

Mgr. Branislav Zlocha

Martina Bernhauerová

DATE and PLACE

April 23, 2014

Vysoká škola manažmentu/School of Management
Panónska cesta 17, 851 04 Bratislava
Slovakia
1st floor, room No. 113

PARTICIPANTS

1. Conference languages: English, Slovak and Czech.
2. Contributions of participants will be published in referred conference proceedings (CD).
3. Maximum length of an abstract is 20 lines, maximum length of a paper is 20 pages, format A4.
4. Deadline for submission of an abstract in the electronic form: **January 20, 2014.**
Deadline for submission of a contribution in the electronic form: **March 17, 2014.**
Registration for the conference: **March 17, 2014.**
Abstracts and contributions to be sent to: mbernhauerova@vsm.sk
5. Conference fee: 60.00 EUR/external participants; 20.00 EUR/internal participants. The conference fee has to be paid: **by March 17, 2014.**
6. A detailed program of the conference will be sent to all registered participants.

CONFERENCE PROGRAM

- 8:00–8:15 Registration of participants
- 8:15–8:30 Opening of the conference
- 8:30–12:30 Plenary session and discussion
- 12:30–13:30 Lunch
- 13:30–18:00 Presentation of participants in sections
- 18:00 Conclusion

CONTRIBUTIONS AND DISCUSSIONS IN THE FOLLOWING AREAS

- Pressing issues in financing SMEs, start-ups, family businesses and small NGOs
- SMEs and small organizations: Key managerial and marketing challenges
- Knowledge management and education as stimuli of innovation in SMEs

INSTRUCTIONS ON PAYMENT

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CONTACT

**Vysoká škola manažmentu
Martina Bernhauerová**
Panónska cesta 17, 851 04 Bratislava
Tel.: +421 2 68 20 45 41, +421 910 213 990
e-mail: mbernhauerova@vsm.sk