

SMEPP **2022**



**International
University of Novi Pazar**



UNIVERSITY
OF ECONOMICS AND HUMAN SCIENCES
IN WARSAW

**Universtiy of Economics and Human
Sciences in Warsaw**

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Call for Papers

Scientific conference with international participation

**“E-BUSINESS AND THE COMPETITIVE
ADVANTAGE OF SMEs“,”**

SMEPP2022
Novi Pazar, Serbia

13-14 May, 2022

Dear Sir or Madam,

We are honoured to invite you to participate in the Scientific conference with international participation “**SMEPP 2022: E-BUSINESS AND THE COMPETITIVE ADVANTAGE OF SMEs**”, which will take place on 13th and 14th May 2022, at the International University of Novi Pazar.

The scientific conference with international participation “SMEPP2022” accepts and publishes scientific and professional papers and the results of interdisciplinary scientific research covering the development of Small and Medium Enterprises.

SMEs are major employers and contributors to development of modern economies. Global health and economic crises caused by the pandemic of COVID 19 has exposed the vulnerabilities of SMEs, but also the flexibility, adaptability and resilience of SMEs throughout the world. In addition to health challenges, global supply chains, markets and access to finance have been disrupted. All these made a huge impact on how SMEs conduct their business. One of the main changes caused by the pandemic is the acceleration of digitalization of business worldwide. SMEs are trying to find new ways to compete in this changed marketplace where e-business has a significant role. This is especially relevant for SMEs in Serbia and other South East European countries where SMEs are especially vulnerable due to low digital skills, limited financial reserves and limited access to finance.

The Scientific Conference with international participation **SMEPP 2022** is a forum that will allow decision makers, academics, researchers, business stakeholders and experts to meet and share knowledge and valuable experience in order to create better communication linkages and networking opportunities for the future. Therefore, we use this opportunity to cordially invite you to participate actively in the Conference.

Thematic areas and subtopics of the Conference will help you to identify the most appropriate dialogue to which you might wish to contribute with your work.

Thematic areas

Scientific conference with international participation “**SMEPP2022**” programme is structured into four separate thematic units:

1. E-Business as a competitive advantage
2. Challenges of online sales
3. Organizational change and e-business
4. Promotion strategies for online sales

Important dates

24 April, 2022	Abstract submission
01 May, 2022	Abstract acceptance notification
31 May, 2022	Paper submission
19 June, 2022	Paper acceptance notification

13 – 14 May, 2022	Conference dates
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Information for authors

All abstracts and subsequently full papers should be submitted electronically. Each paper will be reviewed and all accepted papers will be published in the Book of proceedings. Review and oral presentation of the papers are prerequisites for the publication in the Thematic Proceedings of International Significance. The official Conference language is Bosnian, Serbian and English.

An abstract should include:

- the name of the section it belongs to,
- the title of the work, the full name and the address (including e-mail) of the author, the affiliation,
- between 100-200 words,
- Keywords.

Author/co-author is allowed to submit maximal two papers, but only one paper as the first author. Papers should have no more than 14 pages prepared according to the Template. The Template can be downloaded using the following link: [Template](#).

Papers that do not conform to the instructions of the Template will be returned for revision and correction.

E-mail for submission of the papers: smepp@uninp.edu.rs.

Participation fee

Participation fee: **50.00 EUR**

Participation fee for students of bachelor, master and PhD participation fee: **30.00 EUR**

Conference Proceedings will be published after the Conference.

All participants will receive conference proceedings, conference material, and participation certificate.

More information about the conference you can find on: smepp.uninp.edu.rs



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