

**International Scientific-Practical Conference (ISPC 2022)**

**Digital Management  
Chances and Challenges of Technology**

Format: Zoom Conference

<https://us06web.zoom.us/j/88229465157?pwd=VEh4UmtSdTBYS3pKUTdGWVZtemxSZz09>

Meeting ID: 882 2946 5157, Passcode: 022618

Conference Working Language – English, Georgian (Simultaneous translation will be provided)

**Agenda**

German Time	Friday, 4. November, 2022
08.30- 08.55	<p>Opening of the conference</p> <p><b>Dr. Shalva Machavariani</b> <i>Co-Organizer of the Conference, Vice-rector in Science Affairs, East European University</i></p> <p><b>Dr. Richard Geibel</b> <i>Co-Organizer of the Conference, Director of E-Commerce Institute Cologne, Germany</i></p> <p>Welcome speeches:</p> <p><b>Dr. Kakhaber Lazarashvili</b> <i>Rector, East European University</i></p> <p><b>Dr. David Cherkezishvili</b> <i>Head of the Academic Council, East European University</i></p> <p><b>Dr. Nunu Mitskevich</b> <i>Deputy Minister of Education and Science of Georgia</i></p>
08.55 – 09.00	<p>Introducing the conference agenda to conference participants and attendees:</p> <p><b>Tatia Gherkenashvili</b> <i>Coordinator of the conference</i></p>

## **Session I: Digitalization in Business**

Zoom link: Meeting ID: 882 2946 5157, Passcode: 022618  
<https://us06web.zoom.us/j/88229465157?pwd=VEh4UmtSdTBYS3pKUTdGWVZtemxSZz09>

Moderator: **Dr. Richard Geibel**, *Director of E-Commerce Institute, Germany*

Time Slot	Speakers
09.00 – 09.30	<b>Ulrich Arnold, Richard Geibel:</b> <i>The potential of a large IT service company for digitization in the German healthcare market</i>
09.30 – 10.00	<b>Christin Barreira, Richard Geibel:</b> <i>The development and deployment of a digital customer loyalty program in two shopping centers</i>
10.00 – 10.30	<b>Richard Geibel, Madeleine Schulze:</b> <i>Payment Infrastructure and Embedded Finance in German-speaking Countries</i>
10.30 – 11.00	<b>Markus vom Scheidt, Vanessa Hering, Stefan Gablowski, R. Geibel:</b> <i>The transformation process of an IT service provider in the health insurance sector</i>
11.00 – 11.30	Break
11.30 – 12.00	<b>Mariam Tvaradze:</b> <i>Digital transformation of small and medium-sized businesses</i>
12.00 – 12.30	<b>Miranda Gogilashvili:</b> <i>Telemedicine during pandemic in Georgia</i>
12.30 – 13.00	<b>Shalva Machavariani:</b> <i>Digitization to Increase the Efficiency of SMEs in Georgia</i>
13.00 – 13.30	<b>Temur Maisuradze:</b> <i>Problems of ecommerce in the field of garments and an increase in the volume of returns of goods on this basis</i>
13.30 – 14.00	<b>Conference wrap up / Closing remarks</b>  Zoom link: Meeting ID: 882 2946 5157, Passcode: 022618 <a href="https://us06web.zoom.us/j/88229465157?pwd=VEh4UmtSdTBYS3pKUTdGWVZtemxSZz09">https://us06web.zoom.us/j/88229465157?pwd=VEh4UmtSdTBYS3pKUTdGWVZtemxSZz09</a>  Dr. Shalva Machavariani, Dr. Richard Geibel and conference moderators

## Session II: Digitalization in Society

Zoom link: Meeting ID: 916 3047 7025, Passcode: 392519  
<https://zoom.us/j/91630477025?pwd=NGtaV3BLMkUvQ0J5YUw2YS84UnJ0dz09>

Moderator: **Dr. Zviad Gabisonia**, Head of Research Center at BTU

Time Slot	Speakers
09.00 – 09.30	<b>Linus Roggenkamp:</b> <i>Potentials of blockchain technology for developing countries</i>
09.30 – 10.00	<b>Antonia Terriuolo:</b> <i>The Way Smart Cities, Startups and the Impact Hub Ruhr Contribute to Gender Equality</i>
10.00 – 10.30	<b>Florian Studener, Richard Geibel:</b> <i>The importance of intelligent OCR software in a digital loyalty program</i>
10.30 – 11.00	<b>Thaarun Palaniappan, Richard Geibel:</b> <i>Blockchain Technology: Its Application in the Financial Sector and Cryptonomics</i>
11.00 – 11.30	Break
11.30 – 12.00	<b>David Sikharulidze:</b> <i>The Impact of Digital Marketing on Consumer Buying Decisions in the Georgian Market</i>
12.00 – 12.30	<b>Marika Tatishvili:</b> <i>The Big Data for Drought Monitoring in Georgia</i>
12.30 – 13.00	<b>Mikheil Tokmazishvili:</b> <i>Problems of Transformation of Digital Economy in Georgia</i>
13.00 – 13.30	<b>Nana Aslamazishvili:</b> <i>Rethinking Traditional GSBPM in the Light of Modern Digitization</i>
13.30 – 14.00	<b>Conference wrap up / Closing remarks</b>  Zoom link: Meeting ID: 882 2946 5157, Passcode: 022618 <a href="https://us06web.zoom.us/j/88229465157?pwd=VEh4UmtSdTBYS3pKUTdGWVZtemxSZz09">https://us06web.zoom.us/j/88229465157?pwd=VEh4UmtSdTBYS3pKUTdGWVZtemxSZz09</a>  Dr. Shalva Machavariani, Dr. Richard Geibel and conference moderators

### **Session III: Digitalization in Education**

Zoom Link: Meeting ID: 949 1567 3625, Passcode: 724173  
<https://zoom.us/j/94915673625?pwd=N1BjVWdlWi9FTW04b3VLQUpPUVBVUT09>

Moderator: **Teona Shugliashvili**, *PHD Candidate, E-Commerce Institute, Germany*

Time Slot	Speakers
09.00 – 09.30	<b>Antonia Terriuolo:</b> <i>An Analysis of the Relationship Between Sustainability Focus and Grit in German Entrepreneurs</i>
10.30 – 10.00	<b>Chris Neu:</b> <i>Exploring Opportunities for the Enhancement of International Academic Collaboration</i>
10.00 – 10.30	<b>Simon Schoop, Richard Geibel:</b> <i>The influence of digitalization in the field of continuing education at the chambers of commerce and industry</i>
10.30 – 11.00	<b>Ana Medzmariashvili:</b> <i>E-commerce in Covid 19, analyses of legislative gap in Georgia</i>
11.00 – 11.30	Break
11.30 – 12.00	<b>Hendrik Müller:</b> <i>Creative solutions in a saturated market. How individual players develop successful digital solutions in the textile industry</i>
12.00 – 12.30	<b>Tatia Gherkenashvili:</b> <i>Digital transformation of organizational culture of Higher Educational Institutions and types of OC that academicians and administrative personnel associate with their institutions</i>
12.30 – 13.00	<b>Giorgi Abashidze:</b> <i>Digital education - challenges of digital transformation of the educational sector in Georgia</i>
13.00 – 13.30	<b>Vasil Kikutadze, Tamta Lekishvili, David Sikharulidze:</b> <i>Peculiarities of Digital Transformation of Higher Educational Institutions in Georgia</i>
13.30 – 14.00	<b>Conference wrap up / Closing remarks</b>  Zoom link: Meeting ID: 882 2946 5157, Passcode: 022618 <a href="https://us06web.zoom.us/j/88229465157?pwd=VEh4UmtSdTBYS3pKUTdGWVZtemxSZz09">https://us06web.zoom.us/j/88229465157?pwd=VEh4UmtSdTBYS3pKUTdGWVZtemxSZz09</a>  Dr. Shalva Machavariani, Dr. Richard Geibel and conference moderators