

### 3<sup>rd</sup> International Scientific-Practical Conference

## ISPC 2023

# Digital Management to Shape the Future

Online Conference

Conference Working Language: English, simultaneous translation to Georgian will be provided.

### Agenda

German Time	Saturday, 25. November 2023
09:30 – 09:55	<p><b>Opening of the conference:</b></p> <p><b>Prof. Dr. Shalva Machavariani</b> <i>Co-Organizer of the Conference, Vice-rector in Science Affairs, East European University, Georgia</i></p> <p><b>Prof. Dr. Richard C. Geibel</b> <i>Co-Organizer of the Conference, Director of E-Commerce Institute Professor of Business Administration, IU International University Cologne, Germany</i></p> <p><b>Welcome Speeches:</b></p> <p><b>Dr. Kakhaber Lazarashvili</b> <i>Rector, East European University, Georgia</i></p> <p><b>Dr. David Cherkezishvili</b> <i>Head of the Academic Council, East European University, Georgia</i></p> <p><b>Dr. Vladimer Papava</b> <i>Academician-Secretary of the Georgian National Academy of Sciences, Georgia</i></p>
09:55 – 10:00	<p><b>Introducing the conference agenda</b></p> <p><b>Tatia Gherkenashvili</b> <i>Coordinator of the conference, East European University, Georgia</i></p>

<p><b>Session I</b>      <b>Digitalization in Education</b></p> <p>Zoom Meeting ID: 886 9448 2902 Passcode: 087566</p> <p>Zoom Link: <a href="#">Session I Zoom Link</a></p> <p>Moderator: <b>Prof. Dr. Giorgi Ghaghanidze</b>, <i>Dean of the Faculty of Economics and Business, Tbilisi State University</i></p>	
Time Slot	Speakers
10:00 – 10:25	<p><b>Nugzar Todua, Nia Todua</b>, Tbilisi State University, Georgia</p> <p><i>The Influence of Digital Media Marketing Activities on Healthcare Consumer Behavior</i></p>
10:25 – 10:50	<p><b>Lela Tshitashvili, Mariami Kenchoshvili</b>, Samtskhe-Javakheti State University, Georgia; Batumi Shota Rustaveli State University, Georgia</p> <p><i>Digitalization in education-new opportunities and risks</i></p>
10:50 – 11:15	<p><b>Tatia Gherkenashvili, Shalva Machavariani</b>, East European University, Georgia</p> <p><i>Study of Innovative Approach for Implementing Personnel-fit Organizational Culture at Universities and the Role of Digitalization</i></p>
11:15 – 11:40	<p><b>Lia Kvirchishvili</b>, East European University, Georgia</p> <p><i>The Evolving Workforce: Technological Advancements and their Impact on Employee Skills and Characteristics</i></p>
11:40 – 11:50	Coffee Break
11:50 – 12:15	<p><b>Inga Gabisonia, Marine Khubua, Maia Aghaia</b>, Sokhumi State University, Georgia</p> <p><i>Aspects of using distance learning platforms in digital education</i></p>
12:15 – 12:40	<p><b>Rusudan Seturidze</b>, Tbilisi State University, Georgia</p> <p><i>Enhancing Economic Growth through Digital Technologies: A Focus on Customs Risk</i></p>
12:40 – 13:05	<p><b>Marine Natsvaladze</b>, Tbilisi State University, Georgia</p> <p><i>The New Institutional Economics and Digitalization</i></p>

13:05 – 13:30	<p><b>Vasil Kikutadze, Tamta Lekishvili</b>, East European University, Georgia</p> <p><i>Digitalization and International Collaborations in Higher Education: Fostering a Global Academic Community</i></p>
13:30 – 14:00	Lunch Break
14:00– 14:25	<p><b>Laçin Serra Ateş</b>, Fresenius University of Applied Sciences, Germany</p> <p><i>The Impact of Cultural Differences on Consumer Behavior in Individualist and Collectivist Societies: A Study of Advertising Effectiveness and Brand Loyalty in Germany and Turkey</i></p>
14:25 – 14:50	<p><b>Lia Kozmanashvili</b>, Tbilisi State University, Georgia</p> <p><i>Development of digital economy and tax system of Georgia</i></p>
14:50 – 15:15	<p><b>Leri Nozadze</b>, Samtskhe-Javakheti State University, Georgia</p> <p><i>Cost-effective Start-ups in the Conditions of Digital Technologies</i></p>
15:15 – 15:45	<p><b>Conference wrap up / Closing remarks</b></p> <p>Please, switch to the Session II: <a href="#">Session II Zoom Link</a></p> <p><b>Prof. Dr. Richard C. Geibel, Prof. Dr. Shalva Machavariani, and session moderators</b></p> <ul style="list-style-type: none"> <li>• <i>Announcement of the “Best Presentation” and the “Young Scientist” ISPC 2023 contests</i></li> <li>• <i>Announcement of ISPC 2024</i></li> </ul>

<b>Session II</b> <b>Digitalization in Business</b>	
Zoom Meeting ID: 688 906 3632 Zoom Link: <a href="#">Session II Zoom Link</a>	
Moderator: <b>Prof. Dr. Richard C. Geibel</b> , <i>Director of E-Commerce Institute, Professor of Business Administration, IU International University, Germany</i>	
Time Slot	Speakers
10:00 – 10:25	<b>Victoria Frings, Richard C. Geibel</b> , E-Commerce Institute, Germany; IU International University, Germany  <i>Social Commerce revolutionizes digital commerce</i>
10:25 – 10:50	<b>Ode Plätke, Richard C. Geibel</b> , E-Commerce Institute, Germany; IU International University, Germany  <i>The Use of Artificial Intelligence for Idea Generation in the Innovation Process</i>
10:50 – 11:15	<b>Jonas Polfuß</b> , IU International University, Germany  <i>Rich Overnight? A Critical Review of Online Business Coachings in Germany</i>
11:15 – 11:40	<b>Ulrich Arnold, Richard C. Geibel</b> , GKV Informatik, Germany; E-Commerce Institute, IU International University, Germany  <i>Opportunities of Digitalization to Shape the Future in the German Healthcare Market</i>
11:40 – 11:50	Coffee Break
11:50 – 12:15	<b>Markus vom Scheidt, Vanessa Hering, Alina Holle, Ulrich Arnold, Richard C. Geibel</b> , GKV Informatik, Germany; E-Commerce Institute; IU International University, Germany  <i>Digital Applications from a large IT Service Provider to improve electronic Healthcare</i>
12:15 – 12:40	<b>Noah Bilski, Ruth Geibel</b> , Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection, Germany; MSG Systems AG, Germany  <i>The BMUV's "Sustainable Digitization" Community - Intention, Structure and Progress</i>

12:40 – 13:05	<p><b>Mia Alikhah, Jan Baumann, Christian Schlicht, Richard C. Geibel,</b> Reginal Court Cologne, Germany; E-Commerce Institute, IU International University, Germany</p> <p><i>The Digitalization of the German Legal System from the Perspective of a Regional Court</i></p>
13:05 – 13:30	<p><b>Manuel Etzkorn, Christian Tuschner, Felix Krauss, Harald von Korflesch,</b> University of Koblenz, Germany</p> <p><i>An organizational reference model for Service Management on the Smart Factory's Shop Floor</i></p>
13:30 – 14:00	Lunch break
14:00– 14:25	<p><b>Charles Richard Baker,</b> Adelphi University, New York, USA</p> <p><i>Digitalization of accounting firms</i></p>
14:25 – 14:50	<p><b>Tea Munjishvili, Teona Shugliashvili, David Sikharulidze, Shota Shaburishvili, Leila Kadagishvili,</b> Maritime University of Szczecin, Poland, Tbilisi State University, Georgia; Ludwig Maximilian University, Germany; East European University, Georgia; Tbilisi State University, Georgia</p> <p><i>AI-powered platform of enterprise financial stability analytics</i></p>
14:50 – 15:15	<p><b>Luisa Schöning,</b> E-Commerce Institute, Germany</p> <p><i>Transitioning into Hybrid Work Models: An Analysis of Performance Success Factors</i></p>
15:15 – 15:45	<p><b>Conference wrap up / Closing remarks</b></p> <p><b>Prof. Dr. Richard Geibel, Prof. Dr. Shalva Machavariani, and session moderators</b></p> <ul style="list-style-type: none"> <li>• <i>Announcement of the “Best Presentation” and the “Young Scientist” ISPC 2023 contests</i></li> <li>• <i>Announcement of ISPC 2024</i></li> </ul>

<p><b>Session III</b>                      <b>Digitalization in Society</b></p> <p>Zoom Meeting ID: 846 9783 9294 Passcode: 306046</p> <p>Zoom Link: <a href="#">Session III Zoom link</a></p> <p>Moderator: <b>Dr. Giorgi Tavadze</b>, <i>Head of Varlam Cherkezishvili Centre for Interdisciplinary Studies, East European University</i></p>	
Time Slot	Speakers
10:00 – 10:25	<p><b>Mariam Tvaradze</b>, East European University, Georgia</p> <p><i>The importance of digital management for small and medium-sized wine producing companies in Georgia</i></p>
10:25 – 10:50	<p><b>Givi Bedianashvili</b>, Tbilisi State University, Georgia</p> <p><i>The Cultural Factor of Digital Entrepreneurship in the Context of Economic Growth</i></p>
10:50 – 11:15	<p><b>Elene Dundua</b>, International Black Sea University, Georgia</p> <p><i>Digital Marketing and Corporate Social Responsibility: Strategies for Brand Building and Stakeholder Engagement</i></p>
11:15 – 11:40	<p><b>Zviad Gabisonia</b>, Business and Technology University, Georgia</p> <p><i>The new law of Georgia on e-commerce-opportunities and challenges</i></p>
11:40 – 12:05	<p><b>Natia Kakhniashvili</b>, Tbilisi State University, Georgia</p> <p><i>Digitalization of Georgia's Banking Sector</i></p>
12:05 – 12:15	Coffee Break
12:15	<p><b>Please, switch to the Session I or Session II and follow corresponding Session's agenda</b></p> <p><a href="#">Session I Zoom Link</a>                      <a href="#">Session II Zoom Link</a></p>