

3rd 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>Opening of the conference:</p> <p>Prof. Dr. Shalva Machavariani <i>Co-Organizer of the Conference, Vice-rector in Science Affairs, East European University, Georgia</i></p> <p>Prof. Dr. Richard C. Geibel <i>Co-Organizer of the Conference, Director of E-Commerce Institute Professor of Business Administration, IU International University Cologne, Germany</i></p> <p>Welcome Speeches:</p> <p>Dr. Kakhaber Lazarashvili <i>Rector, East European University, Georgia</i></p> <p>Dr. David Cherkezishvili <i>Head of the Academic Council, East European University, Georgia</i></p> <p>Dr. Vladimer Papava <i>Academician-Secretary of the Georgian National Academy of Sciences, Georgia</i></p>
09:55 – 10:00	<p>Introducing the conference agenda</p> <p>Tatia Gherkenashvili <i>Coordinator of the conference, East European University, Georgia</i></p>

<p>Session I Digitalization in Education</p> <p>Zoom Meeting ID: 886 9448 2902 Passcode: 087566</p> <p>Zoom Link: Session I Zoom Link</p> <p>Moderator: Prof. Dr. Giorgi Ghaghanidze, <i>Dean of the Faculty of Economics and Business, Tbilisi State University</i></p>	
Time Slot	Speakers
10:00 – 10:25	<p>Nugzar Todua, Nia Todua, 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>Lela Tsitashvili, Mariami Kenchoshvili, 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>Tatia Gherkenashvili, Shalva Machavariani, 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>Leri Nozadze, Samtskhe-Javakheti State University, Georgia</p> <p><i>Cost-effective Start-ups in the Conditions of Digital Technologies</i></p>
11:40 – 11:50	Coffee Break
11:50 – 12:15	<p>Inga Gabisonia, Marine Khubua, Maia Aghaia, Sokhumi State University, Georgia</p> <p><i>Aspects of using distance learning platforms in digital education</i></p>
12:15 – 12:40	<p>Lia Kozmanashvili, Tbilisi State University, Georgia</p> <p><i>Development of digital economy and tax system of Georgia</i></p>
12:40 – 13:05	<p>Marine Natsvaladze, Tbilisi State University, Georgia</p> <p><i>The New Institutional Economics and Digitalization</i></p>

13:05 – 13:30	<p>Vasil Kikutadze, Tamta Lekishvili, 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>Laçın Serra Ateş, 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>Rusudan Seturidze, Tbilisi State University, Georgia</p> <p><i>Enhancing Economic Growth through Digital Technologies: A Focus on Customs Risk</i></p>
14:50 – 15:15	<p>Lia Kvirchishvili, East European University, Georgia</p> <p><i>The Evolving Workforce: Technological Advancements and their Impact on Employee Skills and Characteristics</i></p>
15:15 – 15:45	<p>Conference wrap up / Closing remarks</p> <p>Please, switch to the Session II: Session II Zoom Link</p> <p>Prof. Dr. Richard C. Geibel, Prof. Dr. Shalva Machavariani, and session moderators</p> <ul style="list-style-type: none"> • <i>Announcement of the “Best Presentation” and the “Young Scientist” ISPC 2023 contests</i> • <i>Announcement of ISPC 2024</i>

Session II Digitalization in Business	
Zoom Meeting ID: 869 0260 2136, no Passcode necessary Zoom Link: Session II Zoom Link	
Moderator: Prof. Dr. Richard C. Geibel , <i>Director of E-Commerce Institute, Professor of Business Administration, IU International University, Germany</i>	
Time Slot	Speakers
10:00 – 10:25	Victoria Frings, Richard C. Geibel , E-Commerce Institute, Germany; IU International University, Germany <i>Social Commerce revolutionizes digital commerce</i>
10:25 – 10:50	Mia Alikhah, Jan Baumann, Christian Schlicht, Richard C. Geibel , Reginal Court Cologne, Germany; E-Commerce Institute, IU International University, Germany <i>The Digitalization of the German Legal System from the Perspective of a Regional Court</i>
10:50 – 11:15	Jonas Polfuß , IU International University, Germany <i>Rich Overnight? A Critical Review of Online Business Coachings in Germany</i>
11:15 – 11:40	Ulrich Arnold, Richard C. Geibel , 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	Markus vom Scheidt, Vanessa Hering, Alina Holle, Ulrich Arnold, Richard C. Geibel , 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	Noah Bilski, Ruth Geibel , 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>Ode Plätke, Richard C. Geibel, E-Commerce Institute, Germany; IU International University, Germany</p> <p><i>The Use of Artificial Intelligence for Idea Generation in the Innovation Process</i></p>
13:05 – 13:30	<p>Manuel Etzkorn, Christian Tuschner, Felix Krauss, Harald von Korflesch, 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>Charles Richard Baker, Adelphi University, New York, USA</p> <p><i>Digitalization of accounting firms</i></p>
14:25 – 14:50	<p>Tea Munjishvili, Teona Shugliashvili, David Sikharulidze, Shota Shaburishvili, Leila Kadagishvili, 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>Luisa Schöning, 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>Conference wrap up / Closing remarks</p> <p>Prof. Dr. Richard Geibel, Prof. Dr. Shalva Machavariani, and session moderators</p> <ul style="list-style-type: none"> • <i>Announcement of the “Best Presentation” and the “Young Scientist” ISPC 2023 contests</i> • <i>Announcement of ISPC 2024</i>

<p>Session III Digitalization in Society</p> <p>Zoom Meeting ID: 846 9783 9294 Passcode: 306046</p> <p>Zoom Link: Session III Zoom link</p> <p>Moderator: Dr. Giorgi Tavadze, <i>Head of Varlam Cherkezishvili Centre for Interdisciplinary Studies, East European University</i></p>	
Time Slot	Speakers
10:00 – 10:25	<p>Mariam Tvaradze, 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>Givi Bedianashvili, 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>Elene Dundua, 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>Zviad Gabisonia, 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>Natia Kakhniashvili, Tbilisi State University, Georgia</p> <p><i>Digitalization of Georgia's Banking Sector</i></p>
12:05 – 12:15	Coffee Break
12:15	<p>Please, switch to the Session I or Session II and follow corresponding Session's agenda</p> <p>Session I Zoom Link Session II Zoom Link</p>