

3rd International Scientific-Practical Conference

ISPC 2023

Digital Management to Shape the Future

Zoom Online Conference

<https://us02web.zoom.us/j/83457292959>

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

Agenda

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

Session I Digitalization in Education	
Zoom Meeting ID: 886 9448 2902 Passcode: 087566 Zoom Link: Session I Zoom Link Moderator: Prof. Dr. Giorgi Ghaghanidze , <i>Dean of the Faculty of Economics and Business, Tbilisi State University</i>	
Time Slot	Speakers
10:00 – 10:25	Nugzar Todua, Nia Todua , Tbilisi State University, Georgia <i>The Influence of Digital Media Marketing Activities on Healthcare Consumer Behavior</i>
10:25 – 10:50	Lela Tsitashvili, Mariami Kenchoshvili , Samtskhe-Javakheti State University, Georgia; Batumi Shota Rustaveli State University, Georgia <i>Digitalization in education-new opportunities and risks</i>
10:50 – 11:15	Tatia Gherkenashvili, Shalva Machavariani , East European University, Georgia <i>Study of Innovative Approach for Implementing Personnel-fit Organizational Culture at Universities and the Role of Digitalization</i>
11:15 – 11:40	Leri Nozadze , Samtskhe-Javakheti State University, Georgia <i>Cost-effective Start-ups in the Conditions of Digital Technologies</i>
11:40 – 11:50	Coffee Break
11:50 – 12:15	Inga Gabisonia, Marine Khubua, Maia Aghaia , Sokhumi State University, Georgia <i>Aspects of using distance learning platforms in digital education</i>
12:15 – 12:40	Lia Kozmanashvili , Tbilisi State University, Georgia <i>Development of digital economy and tax system of Georgia</i>
12:40 – 13:05	Marine Natsvaladze , Tbilisi State University, Georgia <i>The New Institutional Economics and Digitalization</i>

13:05 – 13:30	Vasil Kikutadze, Tamta Lekishvili, East European University, Georgia <i>Digitalization and International Collaborations in Higher Education: Fostering a Global Academic Community</i>
13:30 – 14:00	Lunch Break
14:00– 14:25	Laçın Serra Ateş, Fresenius University of Applied Sciences, Germany <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>
14:25 – 14:50	Rusudan Seturidze, Tbilisi State University, Georgia <i>Enhancing Economic Growth through Digital Technologies: A Focus on Customs Risk</i>
14:50 – 15:15	Lia Kvirchishvili, East European University, Georgia <i>The Evolving Workforce: Technological Advancements and their Impact on Employee Skills and Characteristics</i>
15:15 – 15:45	Conference wrap up / Closing remarks Please, switch to the Session II: https://us02web.zoom.us/j/83457292959 Prof. Dr. Richard C. Geibel, Prof. Dr. Shalva Machavariani, and session moderators • <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</i>, Professor of Business Administration, IU International University, Germany	
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	Ode Plätke, Richard C. Geibel, E-Commerce Institute, Germany; IU International University, Germany <i>The Use of Artificial Intelligence for Idea Generation in the Innovation Process</i>
13:05 – 13:30	Manuel Etzkorn, Christian Tuschner, Felix Krauss, Harald von Korflesch, University of Koblenz, Germany <i>An organizational reference model for Service Management on the Smart Factory's Shop Floor</i>
13:30 – 14:00	Lunch break
14:00 – 14:25	Charles Richard Baker, Adelphi University, New York, USA <i>Digitalization of accounting firms</i>
14:25 – 14:50	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 <i>AI-powered platform of enterprise financial stability analytics</i>
14:50 – 15:15	Luisa Schöning, E-Commerce Institute, Germany <i>Transitioning into Hybrid Work Models: An Analysis of Performance Success Factors</i>
15:15 – 15:45	Conference wrap up / Closing remarks Prof. Dr. Richard Geibel, Prof. Dr. Shalva Machavariani, and session moderators • <i>Announcement of the “Best Presentation” and the “Young Scientist” ISPC 2023 contests</i> • <i>Announcement of ISPC 2024</i>

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