Call for Abstracts

ISPC 2024

4th annual International Scientific-Practical Conference

"Digital Management and Artificial Intelligence"

10. and 11. October 2024

ISPC 2024 is the 4th international annual conference organized by **East European University** (Georgia) together with its partners **Adelphi University** (USA), **IU International University** (Germany), and **E-Commerce Institute** (Germany). It is supported by Friedrich-Ebert-Foundation **FES** and the German Entrepreneurship Organization **FGF**.

Conference Organization Committee

Prof. Dr. **Shalva Machavariani**
Vice Rector in Scientific Affairs
East European University (Georgia)

Prof. Dr. **MaryAnne Hyland**
Dean of Business School
Adelphi University (USA)

Prof. Dr. **Richard C. Geibel**
IU International University
Institute Director ECI (Germany)

Topics and format

The scope of the conference will include **Digitalization** in all fields like **Business, Education, eHealth,** etc.

It is aiming to provide a forum for presenting and discussing relevant aspects of digitalization. This conference will be held at the largest university in Germany, **IU International University**, with more than 130,000 students in a **hybrid** format, i.e. participants can present both at the conference venue in Cologne and online via Zoom video conferencing.

Registration

Prospective participants are kindly requested to send the **application form** until **1. July 2024.**
Abstract on one page with 300 words to info@ecommerceinstitut.de

Fee

The registration for ISPC 2024 is **free of charge** for online attendees. Participants of the conference in Cologne pay a catering fee for drinks, lunch and snacks for Thursday and Friday, 10. and 11. October 2024.

Eligibility

Researchers, practitioners, master and doctoral students from the conference organizing universities and other higher education institutions.

Important Deadlines

Application form (Abstract in the length of one page) ---------- **1. July 2024**
Deadline for submitting of presentation and full paper ---------- **1. September 2024**
ISPC 2024 Conference---------- **10./11. October 2024**

Publication

Proceedings of the 4th annual International Scientific-Practical Conference (ISPC 2024) titled "**Digital Management and Artificial Intelligence**" is in the publication process and will be soon after the conference published in the book series "**Springer Proceedings in Business and Economics (SPBE)**" which is *indexed by Scopus*. Accepted papers of ISPC 2024 will have a good chance to be published in the proceedings by Springer. See https://link.springer.com/book/10.1007/978-3-031-20148-6, https://link.springer.com/book/10.1007/978-3-031-45601-5

Framework and Conditions

Presentation 20 min, **Discussion** 5 min, **Article** 10 pages (approx. 5,000 words, approx. 30,000 characters without spaces). The Conference language is **English** and all papers shall be submitted in **English.**

Conference Venue

This year's conference ISPC 2024 will be held as a **hybrid** conference. Participants have the option to dial into the conference **online via Zoom** or they can attend physically at the conference venue at

IU International University
Campus Gerling Quartier
Hildeboldplatz 20
50672 Cologne, Gemany
https://www.iu.de/en/campus/cologne/

Conference Program

- **Thursday**, **10.** October 2024
  > Arrival of the attendees and start of the conferences ISPC 2024 at 3 pm (15:00 h)
  > Welcome of the participants by the organizers and start of the conference
  > Key Note Speeches
  > Informal "Get together" at Päffgen brewery with drinks and talks

- **Friday**, **11.** October 2024 (9 am to 6 pm)
  > Main part of ISPC 2024 and presentation of all conference papers
  > Three moderated parallel sessions for approx. 30 presentations
  > Formal dinner with all participants and organizers of ISPC 2024
  > Announcement of ISPC 2025 with topic, date, partners, venue, format, publication

- Saturday, **12.** October 2024
  > Hotel checkout
  > Return journey of the participants

Best Presentation Certificates

Once again, "**Best Presentation Certificates**" will be awarded during the ISPC to recognize the special achievements of the speakers.

Young Scientist Certificates

For young scientists who do not have a PhD yet, we would like to sponsor special "**Young Scientist Certificates**" to motivate them to continue with their scientific career. In addition, **Springer Nature** offers special and free support for a possible publication of the thesis.

Recommended Conference Hotels

Motel One Mediapark
Am Kümpchenshof 2
50670 Cologne, Germany
+49 221 270 751 0
koeln-mediapark@motel-one.com

OR

25 hours Hotel
Im Klapperhof 22-24
50672 Cologne, Germany
+49 221 162 53 0
thecircle@25hours-hotels.com

https://www.motel-one.com/en/hotels/cologne/hotel-cologne-mediapark/
https://www.25hours-hotels.com/hotels/koeln/the-circle
All hotels are 1-3 minutes (200-500 m) away from the conference venue.

Advisory Committee to support the 4th ISPC

- Dr. Ulrich Arnold, Managing Director, gkv informatik, Wuppertal
- Dr. Jörn Block, Professor at University Trier
- Dr. Wolfram Pietsch, Professor at Fachhochschule Aachen
- Dr. Ludwig Theuvsen, Professor at University Göttingen
- Dr. Harald von Korflesch, Professor at University Koblenz
- Dr. Peter Witt, Professor at University Wuppertal

Scientific Committee for double blind peer review procedure

- Dr. Charles R. Baker - Professor for Accounting and Law Department, Robert B. Willumstad School of Business, Adelphi University, Garden City, New York, USA
- Dr. Lutz Becker - Professor for Management and Leadership, Dean of Studies of the Master's program Sustainability Management & Leadership, Areas of research: Digital and societal transformation, strategy and leadership, sustainable business development
- Dr. Zviad Gabisonia - Lawyer, General Director of the Shota Rustaveli National Science Foundation of Georgia (2018-2021), Professor of the Faculty of Law and International Relations of the Technical University of Georgia and Tbilisi Open University, Director of the Commercial and Private Law Research Institute
- Dr. Christian Lucas - Professor for Business Administration and Marketing at IU International University, Dean of Studies of the Bachelor's program Marketing Management
- Dr. Vladimir Papava - Georgian economist, Doctor of Economic Sciences (1989), Professor (1995), Academician of the National Academy of Sciences of Georgia (2013), Minister of Economy of Georgia (1993-2000), Rector of Tbilisi State University (2013-2016)
- Dr. Jonas Polfuss - Professor for Marketing at IU International University, areas of research: International Marketing, Digital Branding and Online Marketing, Hiphop, China

Coordination Team to support the organization

- Leona Trautner, Project Manager, IU International University, leona.trautner@iu.org
- Nadine Schreyer, Project Manager, IU International University, nadine.schreyer@iu.org
- Alina Holle, Project Manager, E-Commerce Institute, holle@ecommerceinstitut.de
- Teona Shugliashvili, Ph.D. Candidate, Ludwig Maximilian University, t.shugliashvili@campus.lmu.de
- Tatia Gherkenashvili, Scientific Research and Development, EEU, t.gherkenashvili@eeu.edu.ge

General Requirements for Structuring the Article for ISPC 2024

- Title of Scientific Paper - Times, font size 16, bold
- Author's name/surname - Times, font size 10, bold
- Abstract approx. half page - Times, font size 10
- Word ''Abstract'' - Times, font size 10, bold
- Keywords - Times, font size 10
- Word ''Keywords'' - Times, font size 10, bold
- Main headings - Times, font size 12, bold
- Sub headings - Times, font size 10, bold,
- Font size of the main body - Times, font size 10
- 1.15 spaced between the lines
- Margins 2.5 cm at each side
- At the end of the first page of the article: - Times, font size 8,5
  Author(s) name(s), University or company affiliation, country and e-mail of the author(s) should appear at the end of the first page

Recommended Chapters

1 Introduction

The introduction provides background information on the research topic, outlines the research problem or question, and explains the significance of the study.

2 Theoretical Foundation

The theory should encompass individual aspects of the subject area, and thus the topic of the article, and be analyzed for its substantive impact. It often includes a review of relevant literature to contextualize the research.

3 Research Method

In the methods section, authors describe the research design, methodology, data collection techniques, and any statistical or analytical tools used. This section should be detailed enough for other researchers to replicate the study.

4 Analysis and Results

The analysis and results section presents the findings of the study, often using tables, figures, and graphs to illustrate data. Authors should avoid interpretation in this section and focus on presenting the raw results.

5 Discussion and Recommendations

In the discussion section, authors interpret the results, relate them to the research question or hypothesis, and discuss their implications. They may also compare their findings to existing literature.

6 Conclusions, Limitations and Further Research

The conclusion summarizes the main findings of the study and their implications. It restates the research question and provides a concise answer based on the results. In addition, an outlook for future research should be given.

References

This section lists all the sources cited within the paper. It provides the necessary information for readers to locate and verify the sources.

Sample

Varying Definitions of Online Communication and Their Effects on Relationship Research

Elizabeth L. Angeli

Abstract This paper explores four published articles that report on results from research conducted on online (Internet) and offline (non-Internet) relationships and their relationship to computer-mediated communication (CMC). The articles, however, vary in their definitions and uses of CMC. Butler and Kraut (2002) suggest that face-to-face (FtF) interactions are more effective than CMC, defined and used as "email," in creating feelings of closeness or intimacy. Other articles define CMC differently and, therefore, offer different results. This paper examines Cummings, Butler, and Kraut's (2002) research in relation to three other research articles to suggest that all forms of CMC should be studied in order to fully understand how CMC influences online and offline relationships.

Keywords Computer-mediated communication · Face-to-face communication · Digitalization

1 Introduction

In this article…

2 Theoretical Foundation

3 Research Method

4 Analysis and Results

5 Discussion and Recommendations

6 Conclusions, Limitations and Further Research

References

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4th INTERNATIONAL SCIENTIFIC PRACTICAL CONFERENCE

"Digital Management and Artificial Intelligence"

10. and 11. October 2024

APPLICATION FORM

Paper title	
Author	
Co-author	
Affiliation	
Academic Degree	
Contact information (E-mail, Mobile number)	

Please submit the filled form along with one pager A-4 paper format abstract (max 300 words) on the second page of this document at sciencepapers@eeu.edu.ge & geibel@ecommerceinstitut.de no later than 1. June 2024.

Applications received after the deadline will not be considered!

Paper Title

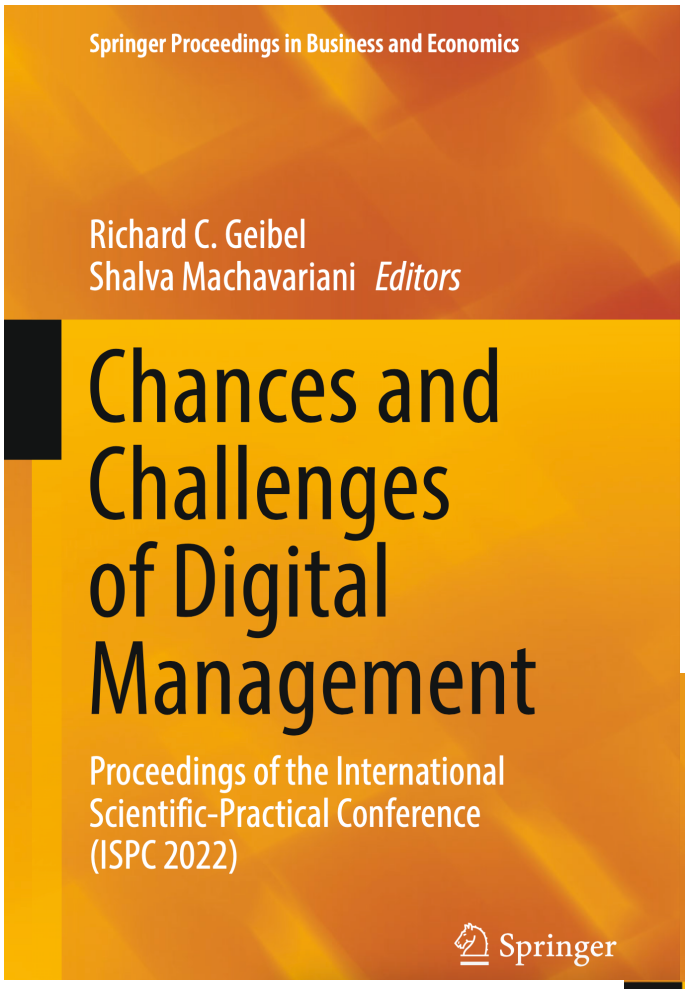
Author's Name & Surname

Abstract Here comes your article's abstract, which should be no more than 300 words. Directly after that you should include the keywords, in the format illustrated below.

Keywords First keyword · Second Keyword · Third Keyword · Fourth Keyword · Fifth Keyword

Author's Name & Surname

Author's Affiliation or organization, city, country.
e-mail: Author's E-mail

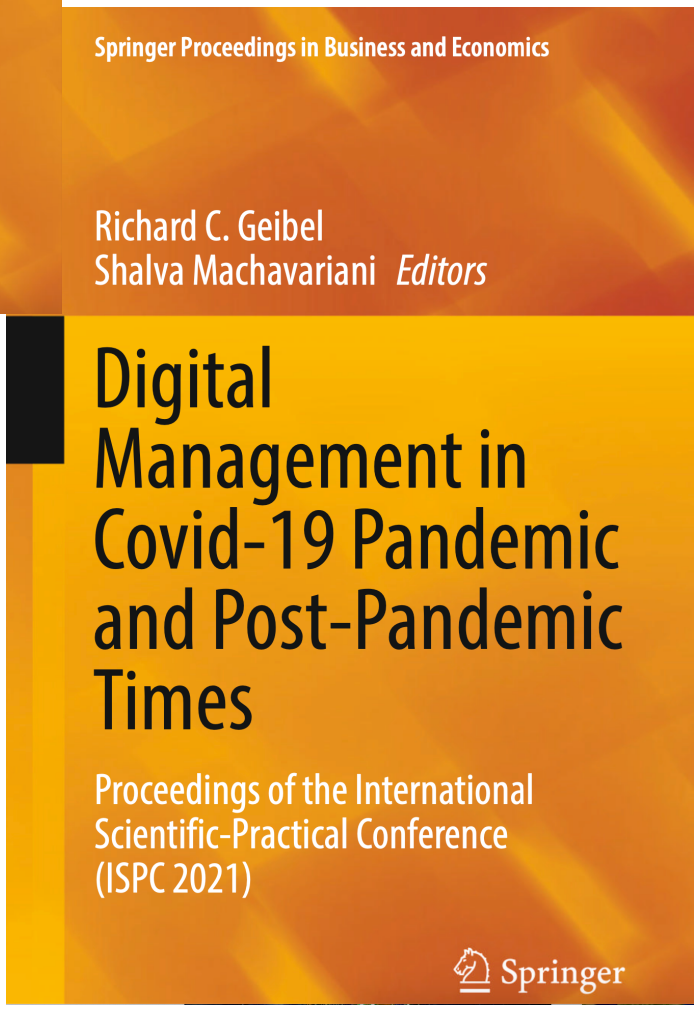


https://link.springer.com/book/10.1007/978-3-031-45601-5

Three annual international conferences with a focus on digital management have already taken place. The latest "**International Scientific Practical Conference (ISPC) 2023" focused on the topic of "Digital Management to Shape the Future**" and took place on *24. and 25. November 2023* as a hybrid event in Tbilisi, Georgia.

The **East European University** (EEU) organized together with the **E-Commerce Institute** (ECI) a very successful conference with great effort, at which 27 presentations were given in three parallel streams by **41 authors** from the four continents of Africa, America, Asia, and Europe.

We are delighted that, after EEU and ECI, the American **Adelphi University** in Garden City, New York, USA has become another cooperation partner of the ISPC.



https://link.springer.com/book/10.1007/978-3-031-20148-6