Conference Booklet

ISPC 2025

5th International Scientific-Practical Conference (ISPC 2025)
"Digital Management for a Fast-Changing World"

25. and 26. September 2025

ISPC 2025 is the 5th international annual conference organized by **Adelphi University** (USA), together with its partners, **IU International University** (Germany), **East European University** (Georgia) and **E-Commerce Institute** (Germany). It is supported by several international institutions and Springer, ensuring high academic standards and global visibility.

Conference Venue and format

ISPC 2025 will take place over two days, with **welcome speeches, announcements and keynote speeches** on the first day and **scientific presentations** on the second day. This conference will be held at a private university in the United States of America, **Adelphi University**, with more than 7,000 students in a **hybrid** format, i.e. participants can attend both at the conference venue in the U.S. or online via Zoom video conferencing.

Adelphi University
1 South Avenue
Garden City
NY 11530-0701 USA
https://www.adelphi.edu

Registration and Fee

Invited participants are kindly requested to register until **1. September 2025** via https://www.eventbrite.com or via QR Code in order to indicate their preferred form of participation (on-site or online).

Registration for ISPC 2025 is **free of charge.**

Eligibility and Language

Researchers, practitioners, master and doctoral students from the conference organizing universities and other higher education institutions. The Conference language is **English.**

Conference Organization Committee

Prof. Dr. **Richard C. Geibel**
IU International University
E-Commerce Institute (Germany)

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

Prof. Dr. **George Lazarashvili**
Rector
East European University (Georgia)

Thursday, 25. September 2025 - Conference Opening

Hybrid, Adelphi University Center, Room 203 **(New York local time, UTC -4h, German Time -6h, Georgian Time -8h)**
Or Zoom https://us02web.zoom.us/j/6889063632?pwd=oHYsxIaz8wCfkWf4oU9MUGZ0TbHTcM.1&omn=84462026863

07:30 – 08:00	*Arrival of participants*
08:00 – 09:00	*Conference Opening*
	Prof. Dr. **MaryAnne Hyland**, Dean of Business School, Adelphi University, USA Prof. Dr. **Christopher Storm**, Interim President, Adelphi University Prof. Dr. **Richard C. Geibel**, Chairman ISPC 2025 Prof. Dr. **Kakhaber George Lazarashvili**, Rector, East European University, Georgia
09:00 – 09:15	*Break*
09:15 – 11:00	*Keynote speeches*
	Ms. **Pawneet Abramowski**, CEO & Founder of PARC Solutions *„Leading with Integrity: Digital Management in a Fast-Changing World“* Dr. **Ulrich Arnold**, Managing Director, gkvi informatik, Germany *"Digitization in Germany – Navigating Challenges and Seizing Opportunity"* Prof. Dr. **Uwe Cantner**, Friedrich Schiller University of Jena, Germany *„Digital Innovation and Digital Sovereignty“* **Lasha Gochiashvili**, M.Sc., Senior Data Scientist, Ingersoll Rand Inc., USA *„AI Agents for driving organizational change“* **Irakli Gazdeliani**, PhD Candidate, Tbilisi State University, Georgia *„Mechanisms of AI-Enhanced Self-Learning and Predictive Algorithms in the Digital Modelling of Healthcare“*
11:00 – 11:15	*Acknowledgment Organizing team and supporters*
11:15 – 12:00	*Break*
12:00 – 13:30	*Lunch* in Restaurant "BK Sweeney's"

Friday, 26. September 2025 - Conference Presentations

3 hybrid sessions No. 1-3 at Adelphi University **(New York local time, UTC -4h, German Time -6h)**
Or Zoom https://us02web.zoom.us/j/6889063632?pwd=oHYsxIaz8wCfkWf4oU9MUGZ0TbHTcM.1&omn=84462026863

07:30 – 08:00	*Arrival of participants*
08:00 – 08:15	Introduction of the 3 parallel hybrid sessions in University Center, Room 203
08:15 – 11:00	3 parallel sessions No. 1-3 in Rooms 211-213, slots **1-5**
11:00 – 11:45	*Lunch*
11:45 – 14:30	3 parallel sessions No. 1-3 in Rooms 211-213, slots **6-10**
14:30 – 14:50	*Break*
14:50 – 15:30	**Ceremonial presentation of certificates,** **Announcement of ISPC 2026** and closing
15:30 – 18:00	*Drinks and finger food*
18:00 – 21:30	*Dinner* (self-pay) in Restaurant (To be determined)

5 pure online sessions No. 4–8 **(Georgian Time, UTC +4h)**
Only Zoom https://zoom.us/j/2010662750?pwd=alc4RVdSNzFNQWdjRERMb0orM2NaUT09

08:50 – 09:00	Introduction of the 5 parallel online sessions by the Moderators
09:00 – 10:35	5 parallel sessions No. 4-8, slots **1-5**
10:40 – 11:25	*Lunch*
11:25 – 13:20	5 parallel sessions No. 4-8, slots **6-10**

Friday Session 1:		**Leading with Adaptive Strategies in Uncertain Global Markets**
Hybrid:		University Center, Room 211, Adelphi University or Zoom
Moderators:		Richard C. Geibel & Christian Lucas, IU
Zoom Link:		https://us02web.zoom.us/j/6889063632?pwd=oHYsxIaz8wCfkWf4oU9MUGZ0TbHTcM.1&omn=86994172140
Eastern Time (ET)	Slot	Speaker
08:15 – 08:40	1	**Richard C. Geibel**, **Anna Sommer**, IU International University, E-Commerce Institute *The Innovative Customer Journey in Social Commerce*
08:50 – 09:15	2	**Jonathan Black-Branch**, IU International University *Leading Digital Intelligence, Innovation and Impact: Risks, Challenges and Opportunities in an Ever-Changing and Interconnected AI World*
09:25 – 09:50	3	**Clare Hindley, Katja Grupp**, IU International University *Knowledge Management Processes in German SMEs: an ageing problem in times of digitalization*
10:00 – 10:25	4	**Muslum Ibrahimov,** IU International University *Digital Transformation in Universities: Shifting Towards Multiprofessionalism and Converging Competencies in Digital Learning*
10:35 – 11:00	5	**Mariam Dedabrishvili, Tamta Lekishvili, Yuksel Ekinci, Ketevan Dundua, Tatia Dundua,** Tbilisi State University, East European University, University of Portsmouth, Sokhumi State University, Tbilisi State University *AI-Driven Smart Cities: A Global Bibliometric Study with Implications for Digital Transformation*
11:10 – 11:45	Lunch	
11:45 – 12:10	6	**Olivia Lange, Christian Lucas,** International University of Applied Sciences (IU) *Fear of Missing Out (FoMO) in Social Commerce: Psychological Impact and Influence on the Purchasing Behaviour of TikTok Users in Germany*
12:20 – 12:45	7	**Charles Richard Baker**, Adelphi University *The Use of Artificial Intelligence in Accounting and Auditing*
12:55 – 13:20	8	**Nino Lomidze**, East European University *Financial Reporting in Georgia: Challenges and Prospects for Improvement*
13:30 – 13:55	9	**Darius Zumstein, Adele Dörner,** University of Applied Sciences and Arts Northwestern Switzerland *AI Adoption in E-Commerce – Empirical Findings on the Fast Diffusion of AI Applications in Digital Sales and Marketing*
14:05 – 14:30	10	**David Jalagonia, Romeo Galdava, Marine Khubua,** Sokhumi State University *Business Technologies and Analytics in Audit: Trends, Prospects*
14:30 – 14:45	Session wrap up	

Friday Session 2:		**Harnessing AI and Agile Innovation for Impactful Digital Transformation**
Hybrid:		University Center Room 212, Adelphi University or Zoom
Moderators:		Patricia Girrbach, IU & Teona Shugliashvili, LMU, E-Commerce Institute
Zoom Link:		https://us02web.zoom.us/j/6889063632?pwd=oHYsxIaz8wCfkWf4oU9MUGZ0TbHTcM.1&omn=86994172140
Eastern Time (ET)	Slot	Speaker
08:15 – 08:40	1	**Patricia Girrbach**, IU International University *Value-based Leadership as Success Factor for Digital Management in a Fast-Changing World*
08:50 – 09:15	2	**Yvonne Röme, Manuel Etzkorn, Zidane Lamdaghri, Harald von Korflesch,** University of Koblenz *Demand-Driven Technology Transfer in the Age of AI: A Systematic Literature Review*
09:25 – 09:50	3	**Muhammad Lukman Baihaqi Alfakihuddin, Pananda Pasaribu, Sentot Basuki Prayitno, Surya Hardiansyah, Maureen Angelica Tiffany**, Sampoerna University, University of Chicago, Keiser University *Agile Digital Innovation for Circular Economy: Mobile Platforms and Monetary Incentives to Boost Economic Performance*
10:00 – 10:25	4	**Michele Dilenge,** IU International University *The Algorithm Advantage: How AI is Revolutionizing Contract Law Between Promise and Peril*
10:35 – 11:00	5	**Eveny Ciurleo, Alba Maria Gallo, Ubaldo Comite**, University of Calabria, Giustino Fortunato University *Artificial Intelligence in the Italian Public Administration: A Systematic Literature Review of Applications, Challenges, and Research Perspectives*
11:10 – 11:45	Lunch	
11:45 – 12:10	6	**Johanna Schirmer-Popp, Darius Zumstein,** Zurich University of Applied Sciences *Generative AI and Search Engine Optimization in B2B*
12:20 – 12:45	7	**Irakli Gazdeliani**, Tbilisi State University *Digital Entrepreneurship and Healthcare in a Hybrid Conflict Environment*
12:55 – 13:20	8	**Tea Munjishvili, Giorgi Gaprindashvili, Teona Shugliashvili,** Tbilisi State University, Ludwig Maximilian University of Munich *The Impact of Digitalization on International Trade Considering Economic and Political Risk Factors*
13:30 – 13:55	9	**Nina Kopianidi, Beka Skhirtladze, Nino Ketsbaia,** Sokhumi State University *Managing Brands Strategically in the Digital Era: Investigating Successful Marketing and Social Media Approaches in a Swiftly Changing Business Environment*
14:05 – 14:30	10	**Tamta Lekishvili, Mariam Dedabrishvili, Yuksel Ekinci, Ketevan Dundua, Tatia Dundua,** East European University, Tbilisi State University, University of Portsmouth, Sokhumi State University, Tbilisi State University *Shaping Smart Cities: The Role of Interdisciplinary Collaboration in AI - Driven Urban Planning*
14:30 – 14:45	Session wrap up	

Friday Session 3:	**Digital Governance and Transformation to Thrive in a Fast-Changing World**	
Hybrid:	University Center Room 213, Adelphi University or Zoom	
Moderators:	Georg Bouché & Thomas Bolz, IU	
Zoom Link:	https://us02web.zoom.us/j/6889063632?pwd=oHYsxIaz8wCfkWf4oU9MUGZ0TbHTcM.1&omn=86994172140	
Eastern Time (ET)	Slot	Speaker
08:15 – 08:40	1	**Susanna Minder, Kerker Melanie,** IU International University *Trust in AI-Based Technologies in German Healthcare: Awareness, Acceptance, and Challenges*
08:50 – 09:15	2	**Rachel John Robinson,** IU International University *Securing Data Transmission in Hybrid Clouds: A Project Management Framework*
09:25 – 09:50	3	**Irakli Gazdeliani**, **Levan Kereselidze**, Tbilisi State University *Innovative Entrepreneurship and Cross-Border Trade Under Global Crisis Conditions*
10:00 – 10:25	4	**Elene Dundua,** International Black Sea University *Strategic Hybrid Project Management for Innovation Sustainability and Performance in a Digital Environment*
10:35 – 11:00	5	**Tan Kaitlynn Eleanore Poa, Muhammad Lukman Baihaqi Alfakihuddin,** University of Arizona, European Business School of Barcelona, Sampoerna University *Digital Transformation on E-Commerce SMEs: Organization Agility as Mediator in the Post-Pandemic Era*
11:10 – 11:45	Lunch	
11:45 – 12:10	6	**Manuel Etzkorn, Josip Lovrekovic, MasoumehTavakoligargari, Anna Gieß, Jan Jürjens, Peter Fettke, Harald von Korflesch,** University of Koblenz *Towards an AI-supported Technology Transfer: A World Café Approach*
12:20 – 12:45	7	**Jonas Polfuß,** IU International University *Coaching and AI - Opportunities and Challenges in a Transforming Format*
12:55 – 13:20	8	**Teona Shugliashvili, Tea Munjishvili, Lali Khurtsia,** Ludwig Maximilian University of Munich, Tbilisi State University, Tbilisi State University *Digitalization Potentials for Enhancing Hospital Efficiency Based on Observations from a University Hospital in Munich*
13:30 – 13:55	9	**Tamta Beridze**, Sokhumi State University *Destination Branding and Market Positioning via Low-Cost Carriers: Evidence from Georgia*
14:05 – 14:30	10	**Thomas Bolz, Georg Bouché**, IU International University *Emergent Behaviours in Autonomous AI Agents - Challenges and Opportunities*
14:30 – 14:45	Session wrap up	

Friday Session 4:		**AI in Education**
Online:		Zoom
Moderators:		Ia Natsvlishvili, TSU & Giorgi Katamadze, BSU
Zoom Link:		https://zoom.us/j/2010662750?pwd=alc4RVdSNzFNQWdjRERMb0orM2NaUT09
Georgian Time (UTC+4)	Slot	Speaker
08:50 – 09:00		Session Opening
09:00 – 09:15	1	**Giorgi Katamadze, Natela Tsiklashvili, Giorgi Abashidze,** Batumi Shota Rustaveli State University *Digital management of educational courses in higher educational institutions - opportunities for implementation of simulation processes*
09:20 – 09:35	2	**Vasil Kikutadze, Davit Sikharulidze, Lali Chagelishvili-Agladze, Tamta Lekishvili,** East European University *Global Trends in AI Adoption in Higher Education: Bibliometric Analysis (2013–2025)*
09:40 – 09:55	3	**Irma Dikhaminjia, Lela Mirtskhulava, Vika Kardava, Davit Morgoshia,** Sokhumi State University *Integration of Artificial Intelligence into the Modern Georgian Educational System: Perspectives and Challenges*
10:00 – 10:15	4	**Inga Abuladze**, Georgian Technical University *Innovation Technology in the Education System using Artificial Intelligence*
10:20 – 10:35	5	**Tatia Gherkenashvili,** East European University *Implementing a Person–Organization (P–O) fit Environment at Universities (Case of Georgia)*
10:40 – 11:25	Lunch	
11:25 – 11:40	6	**Giorgi Katamadze, Maia Bolkvadze,** Batumi Shota Rustaveli State University *Digital Culture in Educational Institutions: Management-Education Synergy*
11:45 – 12:00	7	**Tinatin Rodonaia,** East European University *The Role of Digital Communication in International Student Mobility: Insights from Georgian Higher Education Institutions*
12:05 – 12:20	8	**Nino Zavrashvili, Ketevan Iluridze,** East European University *The Impact of Artificial Intelligence (AI) on Student's Learning in Georgian Higher Education*
12:25 – 12:40	9	**Gereon Breuer**, IU International University *Epistemic Delegation – On the restructuring of academic knowledge production under the conditions of AI-induced economic efficiency*
12:45 – 13:00	10	**Ia Natsvlishvili,** Tbilisi State University *Challenges for women starting entrepreneurship in digital era (Evidence from Georgia)*
13:05 – 13:20	Session wrap up	

Friday Session 5:		**Digital Innovation, Society, and Sustainability in a Global Context**
Online:		Zoom
Moderators:		Nugzar Todua, TSU & Nia Todua, IBSU
Zoom Link:		https://zoom.us/j/2010662750?pwd=alc4RVdSNzFNQWdjRERMb0orM2NaUT09
Georgian Time (UTC+4)	Slot	Speaker
08:50 – 09:00		Session Opening
09:00 – 09:15	1	**Nugzar Todua, Nia Todua, Grigol Kartsivadze,** Tbilisi State University *Artificial Intelligence in Higher Education: ChatGPT'sImpact on Students' Learning Behaviors*
09:20 – 09:35	2	**Tamar Charkviani,** Caucasus University *The Transformation of Social Research Methodologies in the Digital Age: Innovations, Ethical Dilemmas, and Epistemological Reconfigurations*
09:40 – 09:55	3	**George Abuselidze**, Batumi Shota Rustaveli State University *Ensuring the effectiveness of the innovation commercialization process*
10:00 – 10:15	4	**Irma Somakhia, Lela Mirtskhulava, Vika Kardava, Davit Morgoshia,** Sokhumi State University *Anti-Bullying Advertising Messages in the Digital Age: Content Analysis and Psychological Impact*
10:20 – 10:35	5	**Mariam Burmistrova,** East European University *Digital Communication as a Catalyst for Trust and Delegation in Modern Organizations*
10:40 – 11:25	Lunch	
11:25 – 11:40	6	**Roland Brandtjen,** IU International University *Digital Citizenship as a Catalyst for European Integration*
11:45 – 12:00	7	**Devi Shonia, Davit Ugrelidze,** Sokhumi State University *Energy-efficient marketing: modern business communication strategies and key challenges in a behavioral context (case of Georgia)*
12:05 – 12:20	8	**Elizbar Elizbarashvili, Sofiko Kvantaliani,** Tbilisi State University, Georgian Technical University *Analyzing the Dangers of Artificial Intelligence in Nick Bostrom's Philosophy*
12:25 – 12:40	9	**Irina Aleksishvili, Maria Kldiashvili,** Caucasus International University *Agile-Based Digital Maturity in Georgian SMEs: A Mixed-Methods Assessment of Transformation Practices and Challenges*
12:45 – 13:00	10	**Nino Damenia,** Tbilisi State University *Features of electronic commerce in the global world*
13:05 – 13:20	Session wrap up	

Friday Session 6:		**Digital Transformation (AI, cloud, automation, blockchain, Quantum Computing)**
Online:		Zoom
Moderators:		Zurab Jr. Munjishvili, BTU, Microsoft & Irakli Gazdeliani, TSU
Zoom Link:		https://zoom.us/j/2010662750?pwd=alc4RVdSNzFNQWdjRERMb0orM2NaUT09
Georgian Time (UTC+4)	Slot	Speaker
08:50 – 09:00		Session Opening
09:00 – 09:15	1	**Elza Bitsadze, Lia janadze,** Akaki Tsereteli State University *Business Digital Renaissance: Artificial Intelligence, Cloud, and Automation*
09:20 – 09:35	2	**Mohd Arsh Khan, Iqbal Azad,** Integral University, India *Integrating Artificial Intelligence and Machine Learning for Predictive Modeling and Optimization for Digital Chemistry*
09:40 – 09:55	3	**Demur Sichinava, Rusudan Seturidze, Saba Gavashelishvili,** Tbilisi State University *Impact of Quantum Computing on the Innovation Potential and Security of Blockchain Technology*
10:00 – 10:15	4	**Badri Gechbaia, Ketevan Goletiani, Giorgi Abashize,** Batumi Shota Rustaveli State University, Batumi Navigation Teaching University, Batumi Shota Rustaveli State University *Analysis of Innovations Introduced in Production Processes and Management in Georgian Businesses: Technological Transformation Outcomes and Hindering Factors*
10:20 – 10:35	5	**Natia Tsiklauri, Marina Endeladze,** Georgian Technical University *Digital transformation and legal regulation of the European Union and World Health Organizations*
10:40 – 11:30	Lunch	
11:25 – 11:40	6	**Luka Gazdeliani,** Tbilisi State University *The Impact of the Digital Economy on Education in the Context of Geopolitical Crises*
11:45 – 12:00	7	**Natia Tsiklashvili, Nestan Varshanidze,** Batumi Shota Rustaveli State University *The role of artificial intelligence in the development of aquaculture - an overview of opportunities and challenges*
12:05 – 12:20	8	**Irakli Basheleishvili, Elza Bitsadze,** Akaki Tsereteli State University *Decision Support System Based on Multi-Criteria Decision-Making (MCDM) for Optimizing Digital Transformation Prioritiesf*
12:25 – 12:40	9	**Angelina Priscilla Tan, Muhammad Lukman Baihaqi Alfakihuddin, Joanna Christie Liem,** Sampoerna University, Escuela de Negocios Europea de Barcelona, University of Arizona *The Impact of Message Relevance and Customer Experience on Brand Loyalty in SME E-Commerce*
12:45 – 13:00	10	**Ketevan Dundua, Tamta Lekishvili, Mariam Dedabrishvili, Yuksel Ekinci, Tatia Dundua** Sokhumi State University, East European University, Tbilisi State University, University of Portsmouth, Tbilisi State University *Bibliometric Mapping of Smart City Research: Trends in Urban Venue Location and Technological Innovation*
13:05 – 13:20	Session wrap up	

Friday Session 7:		**Digital Management, Leadership, and Governance in a Fast-Changing World**
Online:		Zoom
Moderators:		Davit Gotsadze, EEU & Givi Bedianashvili, TSU
Zoom Link:		https://zoom.us/j/2010662750?pwd=alc4RVdSNzFNQWdjRERMb0orM2NaUT09
Georgian Time (UTC+4)	Slot	Speaker
08:50 – 09:00		Session Opening
09:00 – 09:15	1	**Eliso Choxonelidze, Davit Jalagonia, Marine Khubua**, Sokhumi State University *Analysis of the Digital Implementation Practices of Corporate Sustainability Reporting in Georgia*
09:20 – 09:35	2	**Maia Tadiashvili, Irma Dikhaminjia,** Sokhumi State University *Assessing Digital Management Barriers in Small and Medium-Sized Enterprises: Regional Evidence from Adjara and Samegrelo-Zemo Svaneti, Georgia*
09:40 – 09:55	3	**Eter Kharaishvili, Lela Aduashvili,** Tbilisi State University *Digital Management in the Agri-food Sector: Challenges and Opportunities in the Era of a Changing World*
10:00 – 10:15	4	**Halimah Mohd Yusof, Roya Anvari,** University of Technology Malaysia, The University of Georgia *Empathetic Leadership in the Digital Age:Balancing Innovation with Emotional Intelligence and Wellbeing*
10:20 – 10:35	5	**Roya Anvari, Rokhsareh Mobarhan,** The University of Georgia, Danesh Alborz University, Qazvin Province, Iran *Emotional Intelligence and Communication in Digital Leadership: A literature review*
10:40 – 11:25	Lunch	
11:25 – 11:40	6	**Tiko Magradze, Lili Bibilashvili,** East European University *Integration of digital technologies and organizational culture within the Georgian State Electrosystem*
11:45 – 12:00	7	**Givi Bedianashvili,** Tbilisi State University *Macroeconomic Systemic Aspect of Digital Governance under Fast-Changing World and Global Uncertainty*
12:05 – 12:20	8	**Giorgi Shaburishvili,** International Black Sea University *Leadership for Digital Twin Adoption: Global Lessons and Georgian Realities*
12:25 – 12:40	9	**Davit Gotsadze,** East European University *Redefining Human Resource Management Through AI: A Framework for Crisis Resilience*
12:45 – 13:00	10	**Shota Potolashvili, Rusudan Seturidze,** Tbilisi State University *Constitutional Boundaries of Artificial Intelligence in Tax Systems: Business Implications and Regulatory Perspectives*
13:05 – 13:20	Session wrap up	

Friday Session 8:		**Cross-Sectoral Digital Transformation in Finance, Trade, Logistics, and Social Services**
Online:		Zoom
Moderators:		Giorgi Abashidze, BSU & Badri Gechbaia, BSU
Zoom Link:		https://zoom.us/j/2010662750?pwd=alc4RVdSNzFNQWdjRERMb0orM2NaUT09
Georgian Time (UTC+4)	Slot	Speaker
08:50 – 09:00		Session Opening
09:00 – 09:15	1	**Nurdan Kavaklı Ulutaş, Vasil Kikutadze**, Izmir Demokrasi University, EEU *AI-Supported Learning Analytics for Adaptive Digital Management in Higher Education: A Post-Crisis Perspective*
09:20 – 09:35	2	**Maka Sikharulidze**, National Network for Family and Child Support, ABGS Academy *Digital Management for Inclusive Social Impact: Georgia's Experience in Family and Child Services*
09:40 – 09:55	3	**Marina Shioshvili, Lili Bibilashvili,** East European University *Economic Dilemma of Human and Technological Capital: Strategic Decisions in the Context of Digital Transformation in the Financial Sector*
10:00 – 10:15	4	**Leila Ghudushauri**, Tbilisi State University *Tackling Loan Delinquencies Through Enhanced Digital Literacy*
10:20 – 10:35	5	**George Abuselidze, Gia Zoidze**, Batumi Shota Rustaveli State University *Optimization and Sustainable Development of the Logistics Sector by Integrating Artificial Intelligence*
10:40 – 11:25	Lunch	
11:25 – 11:40	6	**Gulnaz Erkomaishvili**, Tbilisi State University *The Role of Digital Transformation in the Implementation of Mineral and Freshwater Export Policy in Georgia*
11:45 – 12:00	7	**Somayeh Taghvaee,** IU International University *Prompt Strategies and Student Performance: Evidence from the Use of LLM Tools in Assignments*
12:05 – 12:20	8	**Tamar Matcharashvili, Ioseb Mamukelashvili,** East European University, Caucasus University *Preserving Critical and Analytical Thinking Skills in the Era of Artificial Intelligence: Evidence from Higher Education Student Submissions*
12:25 – 12:40	9	**Mariam Elizbarashvili, Elizbar Elizbarashvili, Adina-Eliza Croitoru, Maksim Iavich, Nina Nikolova, Tugba Ozturk, Mikheil Pipia, Berna Ayat,** Tbilisi State University, Georgian Technical University, Babes-Bolyai University, Sofia University, Georgian Technical University, Yildiz Technical University *The Climate Component of the Black Sea Digital Twin: Strategy and Perspectives*
12:45 – 13:00	10	**Ia Nadirashvili,** Caucasus International University *Digital Transformation of Supply Chain Management in FMCG Retail and Integration of Innovative Technologies: Opportunities and Challenges in the Georgian Context*
13:05 – 13:20	Session wrap up	

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 their complete thesis in a standalone book.

Conference Organization Committee

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

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

Prof. Dr. **George Lazarashvili**
Rector
East European University (Georgia)

Coordination Team

- Dr. **Teona Shugliashvili**, Head of the ISPC 2025 coordination Team, E-Commerce Institute, Ludwig Maximilian University of Munich, t.shugliashvili@campus.lmu.de, ispc2025@gmail.com
- **Nicole Henderson**, Executive Assistant, Adelphi University, nhenderson@adelphi.edu
- **Irakli Gazdeliani**, PhD Candidate, Tbilisi State University, irakli.gazdeliani@tsu.ge
- **Tatia Gherkenashvili**, PhD Candidate, Scientific Research and Development, EEU, t.gherkenashvili@eeu.edu.ge
- **Chiara Hage**, Eventbrite Registration Manager, E-Commerce Institute, chiara.hage@ecommerceinstitut.de

Advisory Committee to support the 5th 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, Adelphi University, Garden City, New York, USA
- Dr. Shalva Machavariani, Vice Rector in Scientific Affairs, Professor East European University, Georgia
- Dr. Teona Shugliashvili, Post Doc, Ludwig Maximilian University of Munich, Germany
- Dr. Christian Lucas, Professor for Business Administration and Marketing at IU International University, Dean of Studies of the Bachelor's program Marketing Management, Germany
- Dr. Tea Munjishvili, Assoc. Professor of Information Technologies in Economics and Business, Tbilisi State University, Georgia
- Dr. Jonas Polfuss, Professor for Marketing, IU International University, Germany
- Dr. Zviad Gabisonia, Lawyer, Professor of Law and International Relations of the Technical University of Georgia and Tbilisi Open University, Director of the Commercial and Private Law Research Institute, Georgia

Recommended Conference Hotels

The Garden City Hotel
45 Seventh Street, Garden City,
NY 11530, USA

Tel.: +1 877-549-0400
Email: https://www.gardencityhotel.com/contact
https://www.gardencityhotel.com/hotel-suites-garden-city-ny
Note: 700 m away from the conference venue

OR

Floral Park Motor Lodge
30 Jericho Turnpike, Floral Park,
NY 11001, USA

Tel.: +1 516-775-7777
Email: fpml30@gmail.com
https://www.floralparkhotel.com/
Note: 5.6 km away from the conference venue

The facilities

Travel Advise

If you arrive by train, get off at Garden City Station. Adelphi University is a 10–15 minute walk via Franklin Ave and South Ave.

From JFK Airport, take the AirTrain to Jamaica Station, then the LIRR to Garden City. From LaGuardia, take the Q70 bus to Jackson Heights, subway to Woodside, then LIRR to Garden City.

If you come by car, park at the Adelphi University Parking Garage on South Avenue, close to campus.

Conference Publications

Four annual international conferences with a focus on digital management have already taken place. The latest "**International Scientific Practical Conference (ISPC 2024)**" focused on the topic of "Digital Management and Artificial Intelligence" took place on 10. and 11. October 2024 as a hybrid event in Cologne, Germany at IU International University. IU International University organized together with the E-Commerce Institute, the East European University and Adelphi University a very successful conference with great effort, at which 75 presentations were given in 7 parallel sessions.

Proceedings of the 5th annual International Scientific-Practical Conference (ISPC 2025) titled "**Digital Management for a Fast-Changing World**" is currently in the publication process and will be published shortly after the conference in the book series "**Springer Proceedings in Business and Economics (SPBE)**" which is *indexed by Scopus*. Accepted papers of ISPC 2025 will have a good chance to be published in the proceedings by Springer, as in previous years: ISPC 2024 Proceedings, ISPC 2023 Proceedings, ISPC 2022 Proceeding, ISPC 2021 Proceedings

Partner Organisations

ADELPHI UNIVERSITY NEW YORK	Adelphi is a modern metropolitan university with a uniquely personalized approach to learning. It is dedicated to transforming students' lives through world-class academics, a focus on student success, and a warm and inclusive community.=> https://www.adelphi.edu
EAST EUROPEAN UNIVERSITY	East European University is a private university accredited in Georgia that strives to ensure implementation international educational standards in teaching and research and to build notable educational center oriented on the ideals of democracy and humanism. => https://eeu.edu.ge
iu INTERNATIONAL UNIVERSITY OF APPLIED SCIENCES	IU International University of Applied Sciences (IU) is a university with 130.000 students, 250 study programs, and 4.000 employees. We are also our students, alumni and all the staff who work behind the scenes to make sure you have a great time at university. => https://www.iu.de/en/university/
e Commerce Institut Köln	The E-Commerce Institute Cologne develops business concepts for companies and institutions based on scientific research. The mission of the E-Commerce Institute is to help develop and implement future-oriented and sustainable e-commerce projects based on empirical research and application-related studies with and for companies => https://ecommerceinstitut.de/en/
ALLIANCE FOR AI & HUMANITY	Alliance for AI & Humanity (AAIH, Singapore) is working to advance responsible development and use of AI by addressing the most important pressing ethical, privacy and legal challenges related to the use of these technologies and helping guide efforts in the development and deployment of AI to enhance the quality of peoples' lives => https://www.aaih.sg
FGF e.V. Entrepreneurship • Innovation • Mittelstand	The FGF is the leading and most important scientific association for entrepreneurship, innovation and SMEs in the German-speaking world. => https://www.fgf-ev.de/en/
FRIEDRICH EBERT STIFTUNG	The Friedrich Ebert Foundation was founded in 1925. As a non-profit political foundation, we are united with social democracy and the trade union movement in the pursuit of freedom, justice, solidarity and the preservation of peace. => https://www.fes.de/stiftung/ueber-die-fes
LIBF	LIBF Limited is an accredited and awarding body, providing professional qualifications, undergraduate and postgraduate degrees, and qualifications at Levels 1, 2 and 3 => https://www.libf.ac.uk
AOK	The health insurance company AOK Rheinland/Hamburg. The online portal 'Meine AOK' offers many advantageous functions relating to your AOK insurance. Many of these can be used both in the app and on PC. => https://www.aok.de/pk/rh/
gkv informatik unternehmen synergien	gkvi is one of the leading IT service providers in the statutory health insurance market and has implemented the centralised collection of contributions for over 17 million insured persons on behalf of its customers => https://www.gkvi.de
STARTPLATZ	We transform small ideas into great innovations. In our vibrant network, we bring entrepreneurs, founders and corporates together to shape small ideas and empower great minds => https://www.startplatz.de/en/
WEB_ DE_ COLOGNE_	Web de Cologne is the large network of the digital economy in the Rhineland and an initiative of Cologne-based companies from the digital economy that is a relevant economic factor. => https://webdecologne.de