



Conference

ISPC 2026 SEPTEMBER 10-11

WELCOME!

iu INTERNATIONAL
UNIVERSITY OF
APPLIED SCIENCES

ISPC program

08:00–20:00

Conference Information

Venue

FHNW Campussaal
Bahnhofstrasse 6
5210 Windisch, Switzerland

Online access

[Zoom meeting 688 906 3632](#)

Password: **2025**

Nearby hotels

Centurion Towerhotel Windisch-Brugg
Steinackerstrasse 1, 5210 Windisch

Hotel Terminus Brugg
Bahnhofplatz 1-5, 5200 Brugg

Conference Organization Committee

Prof. Dr. Richard C. Geibel, IU, Germany
Prof. Dr. MaryAnne Hyland, Adelphi, USA
Prof. Dr. Kakhaber Lazarashvili, EEU, Georgia
Prof. Dr. Darius Zumstein, FHNW, Switzerland

Coordination Team

Adele Dörner · Anouk Hodel · Tatia Gherkenashvili ·
Alina Holle · Anna Sommer · Teona Shugliashvili

Awards

Certificates will be awarded for Best Presentation and Young Scientist.

Scientific and Advisory Committees

Advisory Committee

Ulrich Arnold · Jörn Block · Wolfram Pietsch · Ludwig
Theuvsen · Harald von Korflesch · Peter Witt

Scientific Committee

Charles R. Baker · Lutz Becker · Shalva Machavariani ·
Zviad Gabisonia · Teona Shugliashvili · Christian Lucas ·
Tea Munjishvili · Jonas Polfuss · Patricia Girrback

Conference contact

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<https://www.fhnw.ch/en/business/news-events/events/all/ispc-2026>

ISPC program

08:00–20:00

Friday, 11 September 2026

Final scientific program | Ten parallel hybrid tracks | All times CEST

Starting Session	08:30-08:45 Welcome and opening
Morning sessions	08:45-11:30 Sessions 1-5
Lunch break	11:30-12:15
Afternoon sessions	12:15-15:00 Sessions 6-10
Coffee break	15:00-15:15
Ending Session	15:15-15:45 Ceremonial presentation of certificates, Announcement of ISPC 2027, Closing
Zoom meeting	https://us02web.zoom.us/j/6889063632
Password	2025
Breakout rooms	10 rooms named Track 1 through Track 10; select the room matching your program page.

Please join your room at least 10 minutes before your scheduled presentation. Each 25-minute slot includes the presentation and discussion.

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10 break out rooms for
10 parallel tracks

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ISPC program

08:00–20:00

Track overview

#	Track	Room	Moderators	Mode
1	AI Strategy, Governance & Responsible AI	6.1D13 F	Wolfram Pietsch / Charles R. Baker	Hybrid
2	AI Applications, Smart Cities & Financial Intelligence	6.1D09 F	Christian Schachtner / Nino Tavberidze	Hybrid
3	Digital Consumer Experience, Retail & Marketing	6.1D51	Alina Holle / Christian Pangaribuan	Hybrid
4	E-Commerce, Platforms & Digital Business	6.1D53	Darius Zumstein / Ulrich Arnold	Hybrid
5	AI in Higher Education & Academic Quality	6.2A03	Ia Natsvlishvili / Nurdan Kavaklı Ulutaş	Hybrid
6	Digital Education, Skills & Internationalization	6.2A06	Tatia Gherkenashvili / Tinatin Rodonaia	Hybrid
7	Agentic AI, Decision Intelligence & Digital Procurement	6.2A08	Anouk Hodel / Adele Dörner	Hybrid
8	Digital Innovation, Knowledge Transfer & Recom. Systems	6.2A53	Manuel Etzkorn / Yvonne Römer	Hybrid
9	Digital Work, Leadership, Ethics & Society	6.2D55	Badri Gechbaia / Giorgi Abashidze	Hybrid
10	Digital Health, Trust & Societal AI	6.2D57	Richard C. Geibel / Annalena Sommer	Hybrid

ISPC track 1

08:45–11:30

Friday Track 1: AI Strategy, Governance & Responsible AI

Room	6.1D13 F	Moderators	Wolfram Pietsch / Charles Richard Baker
Zoom	Breakout Room 1	Meeting	688 906 3632 Password 2025

Zoom: <https://us02web.zoom.us/j/6889063632> | All times CEST

Time	#	Authors, affiliation and contribution	Mode
08:45-09:10	1	Merium Hazem Anwar Labib Bishara; Anriette Michel Fouad Bishara International Black Sea University, Georgia <i>A Framework for Dynamic AI Risk Management Using Unranked Probabilistic Logic</i>	Onsite
09:20-09:45	2	Michele Dilege IU International University of Applied Sciences, Germany <i>Algorithmic Management Beyond the Gig Economy: Germany's Transposition of Directive (EU) 2024/2831 and Its Implications for Enterprise AI Governance</i>	Online
09:55-10:20	3	Natia Kakhniashvili Tbilisi State University, Georgia <i>The Impact of Artificial Intelligence and Digital Platforms on the Development of the Financial Sector</i>	Online
10:30-10:55	4	Givi Bedianashvili Tbilisi State University, Georgia <i>Digital Transformation and Sustainable National Competitiveness under Confrontational Globalization</i>	Online
11:05-11:30	5	Zidane Lamdaghri; Nihal Lamdaghri; Yvonne Römer; Harald von Korflesch Ibn Tofail University / University of Koblenz, Morocco/Germany <i>How Digital and AI Management Influences Organizational Commitment: An Empirical Study on Moroccan SMEs</i>	Online
11:30-12:15 Lunch break			

ISPC track 2

08:45–11:30

Friday Track 2: AI Applications, Smart Cities & Financial Intelligence

Room	6.1D09 F	Moderators	Christian Schachtner / Nino Tavberidze
Zoom	Breakout Room 2	Meeting	688 906 3632 Password 2025

Zoom: <https://us02web.zoom.us/j/6889063632> | All times CEST

Time	#	Authors, affiliation and contribution	Mode
08:45-09:10	1	Christian Schachtner; Nastja Anastasia Helms RheinMain University of Applied Sciences / Gesellschaft für Weiterbildung, Innovation & UX-Public Services, Germany/Switzerland <i>AI-driven Transfer of Process Models into BPMN Models in the Digitalization of Public Sector</i>	Onsite
09:20-09:45	2	Hugo César Enríquez-García; Juan José Varela-Hernández; Angélica Basulto-Castillo University of Guadalajara, CUCEA, Department of Marketing and International Business, Mexico <i>Blockchain Innovation and Food Safety Traceability in Supply Chains through an Empirical Qualitative Approach</i>	Online
09:55-10:20	3	Mariam Dedabrishvili¹; Tatia Dundua²; Tamta Lekishvili³; Yuksel Ekinici⁴; Ketevan Dundua⁵ ¹ TSU · ² UPV · ³ EEU · ⁴ Portsmouth · ⁵ Sokhumi State <i>Artificial Intelligence for Air Quality Management in Tbilisi: A Smart-City Framework</i>	Onsite
10:30-10:55	4	Mariam Dedabrishvili Tbilisi State University, Georgia <i>Artificial Intelligence for Air-Quality Management in Tbilisi: An Explainable Smart-City Decision-Support Framework</i>	Onsite
11:05-11:30	5	Giorgi Katamadze Batumi Shota Rustaveli State University, Georgia <i>Managing AI-Driven Digital Transformation: SME Adaptation and Creative Destruction in Georgia</i>	Onsite
11:30-12:15 Lunch break			

ISPC track 3

08:45–11:30

Friday Track 3: Digital Consumer Experience, Retail & Marketing

Room	6.1D51	Moderators	Alina Holle / Christian Pangaribuan
Zoom	Breakout Room 3	Meeting	688 906 3632 Password 2025

Zoom: <https://us02web.zoom.us/j/6889063632> | All times CEST

Time	#	Authors, affiliation and contribution	Mode
08:45-09:10	1	Nugzar Todua; Nia Todua; Mikheil Gurgenedze Tbilisi State University, Georgia <i>The Impact of Social Media Influencers on the Behavior of Educational Service Consumers (Georgian Case)</i>	Onsite
09:20-09:45	2	Anastasya Umayah; Tri Wismiarsi; Christian H. Pangaribuan; Budi Kurniawan; Pananda Pasaribu Sampoerna University, Indonesia <i>How Physical Visual Merchandising Drives Gen-Z Fashion Purchases in Urban Indonesia</i>	Online
09:55-10:20	3	Sabiena Amarissa Vianca; Christian H. Pangaribuan; Budi Kurniawan; Tri Wismiarsi; Pananda Pasaribu Sampoerna University, Indonesia <i>Idol Influence or FOMO? Determinants of Purchase Intention for Xdinary Monsters Merchandise Among Indonesian Consumers</i>	Online
10:30-10:55	4	Devi Shonia; Davit Ugrelidze; Luka Nadirashvili Sokhumi State University, Georgia <i>Marketing Capabilities and Smart City Effectiveness: A Data-Driven Urban Consumer Activation Framework</i>	Online
11:05-11:30	5	Natasya Angel Holy Winata Sampoerna University, Indonesia <i>Brand Loyalty and Consumer Behavior on Shopee Platform</i>	Online
11:30-12:15 Lunch break			

LUNCH

11:30–12:15



ISPC track 1

11:30–15:45

11:30-12:15 Lunch break			
12:15-12:40	6	Eter Kharashvili Tbilisi State University, Georgia <i>Artificial Intelligence for Managerial Decision Optimization: Forecasting Wheat Production in Georgia</i>	Online
12:50-13:15	7	Shorena Davitaia; Mikheil Machitidze Tbilisi State University, Georgia <i>AI-Enabled Digital Management of Energy Distribution Companies: A Practical Decision-Support Framework for Georgia's Energy Sector</i>	Online
13:25-13:50	8	Wawan Dhewanto; Prawira Belgiawan; Noorhan Pambudi; Eko Prasetyo; Nyayu Tirdasari; Arianne Muthia Zahra; Karina Tifani Institut Teknologi Bandung (ITB), Indonesia <i>Artificial Intelligence Deployment in Startups and Its Transformative Effects</i>	Online
14:00-14:25	9	Alexandre Davitaia Tbilisi State University, Georgia <i>Beyond Automation: Implementing Human-Like Cognitive Paradigms in AI Management</i>	Online
14:35-15:00	10	Tinatin Zhorzholiani David Aghmashenebeli National Defence Academy of Georgia <i>Leveraging Artificial Intelligence for Foreign Direct Investment Promotion: Opportunities, Challenges, and Policy Implications for Georgia</i>	Online
15:00-15:15			
15:15-15:45 Ceremonial presentation of certificates, Announcement of ISPC 2027, Closing			

ISPC track 2

11:30–15:45

11:30-12:15 Lunch break			
12:15-12:40	6	Tamta Lekishvili³; Mariam Dedabrishvili¹; Yuksel Ekinci⁴; Ketevan Dundua⁵; Tatia Dundua² ¹ TSU · ² UPV · ³ EEU · ⁴ Portsmouth · ⁵ Sokhumi State <i>Strategic Waste Management Frameworks using AI in Smart City Context: A Case Study of Tbilisi</i>	Onsite
12:50-13:15	7	Gissel Velarde; Francesco Maccarini; Mael Oudin; Florian Schneider IU International University of Applied Sciences / Paderborn University / McGill University / CIRMMT, Germany/Canada <i>Experiments on Automatic Orchestration with Transformations</i>	Online
13:25-13:50	8	Eveny Ciurleo; Pietro Iaquina; Alba Maria Gallo; Ubaldo Comite University of Calabria, Italy <i>Artificial Intelligence and Financial Distress Prediction in Local Governments: A Data-Driven Approach</i>	Online
14:00-14:25	9	Ketevan Dundua Sokhumi State University, Georgia <i>Scenario-Based Intelligent Transport Systems for Tbilisi</i>	Onsite
14:35-15:00	10	Charles Richard Baker Adelphi University, USA <i>Leveraging Hybrid Retrieval Models in Financial Intelligence for Enhanced Investment Decision-Making in the Age of Digitalization</i>	Online

15:00-15:15

15:15-15:45 | **Ceremonial presentation of certificates, Announcement of ISPC 2027, Closing**

ISPC track 3

11:30–15:45

11:30-12:15 Lunch break			
12:15-12:40	6	Joanna Christie Liem; Christian H. Pangaribuan; Tri Wismiarsi; Budi Kurniawan; Pananda Pasaribu Sampoerna University, Indonesia <i>Understanding Indonesians' Motivations to Utilize Online Streaming Services: Integrating Technology Acceptance Model and Uses and Gratifications Theory</i>	Online
12:50-13:15	7	Adelia Shifa Samita; Christian H. Pangaribuan; Tri Wismiarsi; Budi Kurniawan; Pananda Pasaribu Sampoerna University, Indonesia <i>Co-Branding Factors Influencing Purchase Intention: FamilyMart × Demon Slayer Among Anime Fans in Jabodetabek</i>	Online
13:25-13:50	8	Cherilyn Sandyova Kristanto Sampoerna University, Indonesia <i>The Roles of Influencer Credibility and Influencer Homophily on Generation Z's Purchase Intention</i>	Online
14:00-14:25	9	Vasil Kikutadze; Davit Sikharulidze; Lali Chagelishvili-Agladze; Tamta Lekishvili East European University, Tbilisi, Georgia <i>Global Trends in AI Adoption in Higher Education: Bibliometric Analysis (2013–2025)</i>	Onsite
14:35-15:00	10	Celine Alter / Lisa Lüthy FHNW, Switzerland <i>Conditions and Values of Hologram Shopping Assistants in Retail: An Integrated Study at LOEB</i>	Online

15:00-15:15

15:15-15:45 | Ceremonial presentation of certificates, Announcement of ISPC 2027, Closing

BREAK

15:00–15:15



ISPC Wrap up

15:15–15:45

Ceremonial presentation of certificates

ISPC Social Event for onsite participants

Proceedings of 6th ISPC 2026

Announcement of 7th ISPC 2027

ISPC Wrap up

15:15–15:45

Ceremonial presentation of certificates

Best Presentation Certificates ISPC 2026

ISPC Wrap up

15:15–15:45

Ceremonial presentation of certificates

Young Scientist Certificates ISPC 2026

ISPC Wrap up

15:15–15:45

Proceedings of 6th ISPC 2026

ISPC Proceedings

15:15–15:45

We have a contract with Springer Nature, have become much more professional, and the proceedings of the 6th ISPC 2026 will be published much more quickly.



Source: <https://link.springer.com/book/9783032254177>

ISPC Wrap up

15:15–15:45

ISPC Social Event for onsite participants

ISPC Social Event

08:15–19:00

Saturday, 12 September 2026

Social Event ISPC for onsite participants | **Mount Rigi Excursion**

Meeting point	FHNW Campus Brugg-Windisch
Meeting time	08:15 AM
Route	Brugg -> Lucerne -> Vitznau -> Rigi Kulm -> Arth-Goldau -> Brugg

Participation fee: CHF 140,- per person

Included: All transportation costs and the meal on Mount Rigi

Not included: Drinks. They must be paid for individually **in cash**.

Registration: Prior registration is required:

Link to the registration: <https://forms.cloud.microsoft/e/jFnKrczNBS>

ISPC Soc. Event

Time overview

08:15–19:00

**Saturday, 12
September**

Time	Program	Location / Route
08:15	Meeting point	FHNW Campus Brugg-Windisch
08:32	Departure by train	Brugg → Lucerne
10:12	Boat trip across Lake Lucerne	Lucerne → Vitznau
11:15	Cogwheel railway to Mount Rigi	Vitznau → Rigi Kulm
11:47	Arrival at Rigi Kulm	Rigi Kulm
11:50	Visit to the Lok 7 exhibition & panoramic views	Rigi Kulm
13:00	Traditional Swiss lunch	Chäserenholz
14:15	Guided cheese cellar tour	Chäserenholz
15:30	Walk to Rigi Staffel and free time	Rigi Kulm
16:53	Cogwheel railway	Rigi Kulm → Arth-Goldau
17:45	Return by train	Arth-Goldau → Brugg
19:00	Arrival in Brugg	End of Social Event

ISPC Wrap up

15:15–15:45

Announcement of 7th ISPC 2027

7th ISPC 2027

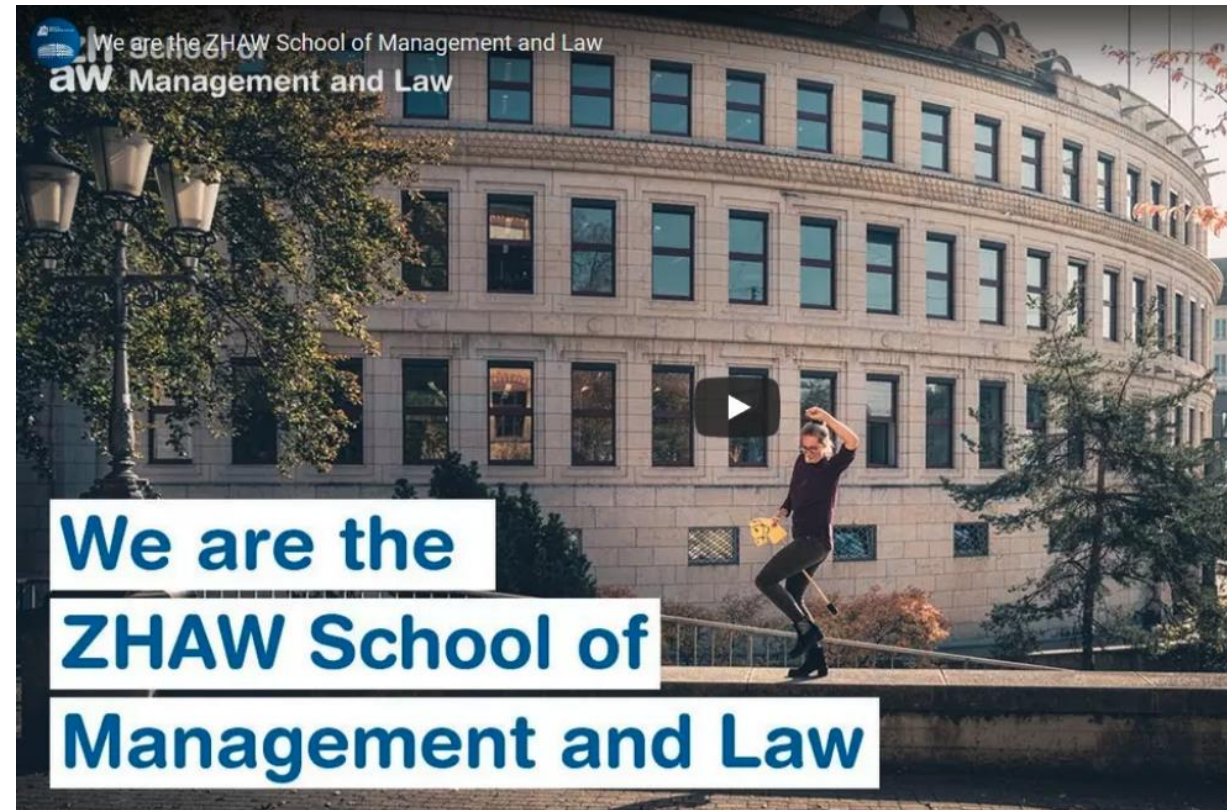
15:15–15:45

ISPC 2027

7th International Scientific-Practical Conference

Digital and AI Management ...

will take place as a hybrid conference at the
Zurich University of Applied Sciences, Switzerland
in **Zurich, Switzerland** in the summer of 2027.
For further information, visit <http://ispc.info>



Source: <https://www.zhaw.ch/en/sml/about-us>

BREAK

15:45–17:30

DINNER

17:30–20:00



Lunch in Restaurant “xxx”

ISPC 2026

15:15–15:45

Thank you and goodbye

Looking forward to seeing you at

7th annual International Scientific-Practical Conference

ISPC 2027