

Preface

The proceedings of the 6th International Scientific-Practical Conference (ISPC 2026) bring together research on Digital and AI Management and its implications for organizations, education, and society. Held on September 10–11, 2026, at the University of Applied Sciences and Arts Northwestern Switzerland (FHNW) in Brugg-Windisch, Switzerland, and online, the conference connected scientific research with practical implementation through presentations, discussion, and international exchange.

ISPC 2026 was jointly organized by FHNW (Switzerland), Adelphi University (USA), East European University (Georgia), IU International University (Germany), and the E-Commerce Institute (Germany). Its hybrid format enabled researchers and practitioners to contribute across geographical boundaries. The ISPC community represented 264 authors from 56 institutions in 22 countries across five continents, reflecting the growing international reach of the conference series.

The program scheduled 100 presentations across ten thematic tracks, supported by 20 volunteer track moderators. The breadth of topics demonstrated how Digital and AI Management connects fields including digital transformation, responsible artificial intelligence, innovation, marketing and consumer behavior, education, healthcare, and the changing world of work. The Scientific Track on the first day, held within the E-Commerce Best Practice Day, further supported dialogue between academic research and professional practice.

A central principle of the ISPC is “**Create Better Researchers**”. We understand the evaluation of a manuscript as both a responsibility to maintain scientific standards and an opportunity to support the people conducting the research. The review and revision process therefore combined critical assessment with detailed, constructive recommendations. Authors were encouraged to clarify their research questions, strengthen their methods and interpretation, and improve the presentation of their findings. Their engagement with this process contributed to the development of the manuscripts selected for this volume.

Feedback from participants highlighted the value of this developmental approach. Authors described how constructive criticism and encouragement helped them improve their work and gain confidence in their research. These responses reinforce our commitment to combining academic rigor with collegial support, particularly for early-career researchers. The contributions in this volume include empirical studies, conceptual analyses, and practice-oriented perspectives intended to stimulate further inquiry and informed managerial decisions.

The ISPC Strategy 2030 places these activities within a longer-term ambition: to develop an enduring international research community with continuity beyond the annual conference. Its commitments are to create better researchers, build a better research community, and help shape the future of Digital and AI Management. Sustained partnerships, shared learning, and responsible research practice are central to this development.

Our continuing collaboration with Springer Nature supports the dissemination of ISPC research through the Springer Proceedings in Business and Economics series. We hope that this volume will provide useful insights for researchers, educators, practitioners, and others seeking to understand and respond to digital and AI-driven change.

Acknowledgements

The 6th International Scientific-Practical Conference and the preparation of these proceedings benefited from the time, expertise, and goodwill of many colleagues. We thank all authors for sharing their research, responding to feedback, and contributing to the scientific exchange that gives the ISPC its purpose.

We are especially grateful to the University of Applied Sciences and Arts Northwestern Switzerland (FHNW) for hosting the conference in Brugg-Windisch. Our particular thanks go to Prof. Dr. Darius Zumstein and the local organizing team for their hospitality, preparation, and support for the on-site and online program. The connection with the E-Commerce Best Practice Day created valuable opportunities for exchange between researchers and practitioners.

We gratefully acknowledge all five organizing institutions: FHNW, Adelphi University, East European University, IU International University, and the E-Commerce Institute. Their continued cooperation provides an essential foundation for the international development of the ISPC. We also thank the Conference Organization Committee, the Advisory and Scientific Committees, and the coordination and technical teams for their contributions to the conference and its preparation.

Our sincere thanks go to the 20 volunteer track moderators. Their guidance of the sessions, thoughtful questions, and encouragement of discussion helped participants present their work and engage with one another. We appreciate the colleagues who stepped in when changes to the planned moderation were necessary.

We thank everyone who contributed to the assessment and improvement of the manuscripts. The constructive exchange during review and revision required considerable care from both those providing feedback and the authors responding to it. Their shared commitment brought the principle “**Create Better Researchers**” into practice.

The social events offered further opportunities to exchange ideas, strengthen professional relationships, and explore future collaboration. The shared excursion to the Swiss Alps was a particularly memorable occasion for members of the on-site community. We thank those who helped organize these experiences and everyone who contributed to their welcoming atmosphere.

We also express our appreciation to the team at Springer Nature for their continuing collaboration and support for the publication of the ISPC proceedings. Finally, we thank all participants, whether joining in Switzerland or online, for their curiosity, engagement, and collegiality. We look forward to continuing this work together.

The Editors