

Conference Booklet

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 **AOK** Rheinland/Hamburg, gkv informatik, STARTPLATZ, Friedrich-Ebert-Foundation, Web de Cologne, and the German Entrepreneurship Organization FGF.

Conference Venue and format

It is aiming to provide a forum for presenting and discussing relevant aspects of Digitalization and AI. 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 attend both at the conference venue in Cologne or online via Zoom video conferencing.

IU International University

Campus Gerling Quartier

Hildeboldplatz 20

50672 Cologne, Germany

<https://www.iu.de/en/campus/cologne/>

Registration and Fee

Prospective participants are kindly requested to register until **9. October 2024**.

Registration via <http://bit.ly/ISPC2024> or via QR code for ISPC 2024 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**.

Richard C. Geibel

Chairman ISPC 2024

Professor IU International University

Professor h.c. EEU, Tbilisi, Georgia

ISPC 2024 will take place over two days, with **welcome speeches, announcements and keynote speeches** on the first day and **scientific presentations** on the second day.

Conference opening on Thursday, 10. Oktober 2024

(big hall ground floor or Zoom – <https://us02web.zoom.us/j/85697617773?pwd=rjbSMII8NbweMK29oVGJ0Zp1bdMQp1.1>)

- 14:00 – 15:00 *Arrival of participants*
- 15:00 – 16:30 **Conference Opening**
 Prof. Dr. **Richard C. Geibel**, Chairman ISPC 2024
 Dr. **Sven Schütt**, CEO, IU International University
 Prof. Dr. **Kakhaber George Lazarashvili**, Rector, East European University, Georgia
 Prof. Dr. **MaryAnne Hyland**, Dean of Business School, Adelphi University, USA
- 16:30 – 16:45 *Break*
- 16:45 – 17:45 **Keynote speeches and presentations**
 Prof. Dr. **Louisa Specht-Riemenschneider**, Federal Data Protection Commissioner
 Dr. **Ulrich Arnold**, Managing Director, gkvi informatik, Germany
 Dr. med. **Dennis Witt**, Specialist in Human Genetics, IU Alumnus
 Dr. **Lorenz Gräf**, Founder and CEO, STARTPLATZ, Incubator & Accelerator
- 17:45 – 18:00 **Acknowledgment**
Organizing team and supporters
- 18:00 – 18:30 *Break*
- 18:30 – 21:30 *Dinner (self-pay)*
 Restaurant and brewery “**Päffgen**”, 3-minute walk to Friesenstrasse 64-66

Conference presentations on Friday, 11. Oktober 2024

(big hall ground floor and 3rd floor or Zoom – <https://us02web.zoom.us/j/85697617773?pwd=rjbSMII8NbweMK29oVGJ0Zp1bdMQp1.1>)

- 08:30 – 09:00 *Arrival of participants*
- 09:00 – 09:15 Dr. **Anton Ravindran**, President, Alliance for AI & Humanity, Singapore
- 09:15 – 09:30 **Explanation of the 7 sessions**
- 09:30 – 09:45 *Break*
- 09:45 – 12:30 **Scientific presentations in 7 parallel sessions, Slots 1 to 5**
- 12:30 – 13:15 *Lunch*
- 13:15 – 16:00 **Scientific presentations in 7 parallel sessions, Slots 6 to 10**
- 16:00 – 16:20 *Break*
- 16:20 – 17:00 **Ceremonial presentation of certificates, Announcement of ISPC 2025 and closing**
- 17:00 – 18:00 *Drinks and finger food*
- 18:00 – 21:30 *Dinner (self-pay)*
 Restaurant and bistro “**H&A Tagesbar**”, 2-minute walk to Friesenstrasse 72

Friday Session 1: Digital Management Hybrid: Big hall ground floor or Zoom Moderators: Richard C. Geibel & Kelly Schütz, IU & Fontys University Zoom Link: https://us02web.zoom.us/j/85697617773?pwd=rjbSMII8NbweMK29oVGJ0Zp1bdMQp1.1 Zoom Entrance Code: 725615		
Time	Slot	Speaker
09:45 – 10:10	1	Kelly Schütz, Sebastian Arend, Richard C. Geibel , Fontys University Netherlands, Media University, IU International University <i>Opportunities and challenges of Social Commerce - An analysis of different strategies of selected companies</i>
10:20 – 10:45	2	Finn Geffken , IU International University <i>The TikTok Effect: Changing the Landscape of Online Shopping</i>
10:55 – 11:20	3	Darius Zumstein, Grzegorz Chodak , FHNW Northwestern Switzerland <i>AI in E-Commerce: Overview of Applications, Benefits and Challenges</i>
11:30 – 11:55	4	Tan Kaitlynn Poa, Lukman Alfakihuddin , Arizona University, Sampoerna University Jakarta, Indonesia <i>Imperative of AI-Generated Personalized Algorithm Influencing Consumer Experience in Tokopedia</i>
12:05 – 12:30	5	Christian Tuschner, Hella Hörsch, Nina Lorenz, Harald von Korflesch , University of Koblenz, Germany <i>Leading Virtual Teams in the Context of e-Leadership: Insights into Challenges from a Leader's Perspective</i>
12:30 – 13:15 Lunch		
13:15 – 13:40	6	Diana Murtagh-Böhm, Tamara Wehrstein , IU International University <i>Digital Business Management: A fresh perspective on digital business models</i>
13:50 – 14:15	7	Larissa Pfeiffer, Carolin Egger, Mirko Bendig, Irina Tiemann , IU International University <i>The use of AI in energy utility companies: A case study on potential fields of application and impact on innovation</i>
14:25 – 14:50	8	Leon Casper, Richard Geibel , E-Commerce Institute Cologne, Germany <i>AI as an enabler for customers acquisition through Embedded Finance Solutions in E-Commerce</i>
15:00 – 15:25	9	Rachel John Robinson, Victor Ndubuisi Mbogu , IU International University <i>Analysing Network Threats using a Cybersecurity tool</i>
15:35 – 16:00	10	Brigitte Huber, Julia Levasier, Stephanie Wittemann , IU International University <i>Did it really change everything? Exploring media coverage of artificial intelligence before and after the launch of ChatGPT</i>

Friday Session 2: AI and Digital Transformation Across Sectors Hybrid: 3 rd floor, room 3.11 or Zoom (Entrance Code: 1234) Moderators: Irakli Gazdeliani & Tea Munjishvili, Ivane Javakhishvili Tbilisi State University Zoom Link: https://iubh.zoom.us/my/ispc2024.session.2?pwd=C5Zr0mHfLFDirkZfacLJE6Sw2ZijF0.1&omn=62405594113 Zoom Entrance Code: 1234		
Time	Slot	Speaker
09:45 – 10:10	1	Otar Japaridze, Marina Metreveli , East European University <i>Modern trends and prospects of mountain tourism business development and assistance</i>
10:20 – 10:45	2	Giorgi Katamadze , Batumi Shota Rustaveli State University <i>The role of digital management and artificial intelligence for Georgian business entities in post-pandemic period</i>
10:55 – 11:20	3	Giorgi Shaburishvili , International Black Sea University <i>Digital transformation in construction: AI leadership styles and project success</i>
11:30 – 11:55	4	Tatia Gherkenashvili , East European University <i>Way to Implementing Innovation driven Personnel-Fit OE at Georgian Universities</i>
12:05 – 12:30	5	Marina Shioshvili, Lili Bibilashvili , East European University <i>Skills needed for digital transformation using AI (based on healthcare field in Georgia)</i>
12:30 – 13:15 Lunch		
13:15 – 13:40	6	Nodar Silagadze, Levan Silagadze , Tbilisi Free Academy <i>Digital economy challenges in Georgia at the modern stage of globalization</i>
13:50 – 14:15	7	Irakli Gazdeliani , Ivane Javakhishvili Tbilisi State University <i>Artificial intelligence and economic policy</i>
14:25 – 14:50	8	Lela Aduashvili , Ivane Javakhishvili Tbilisi State University <i>Artificial intelligence and digitalization: changing the rules of the game in vegetable industry</i>
15:00 – 15:25	9	Mariam Tvaradze , East European University <i>Digital transformation in Georgian winemaking: empowering SMEs through innovation</i>
15:35 – 16:00	10	Discussion and Session Sum Up

Friday Session 3: Digital Health Hybrid: 3 rd floor, room 3.12 or Zoom Moderators: Ulrich Arnold & Alina Holle, gkv informatik Zoom Link: https://iubh.zoom.us/my/ispc2024.session.3?omn=67139712536 Zoom Entrance Code: 1234		
Time	Slot	Speaker
09:45 – 10:10	1	Markus Schlobohm , Digital Health Expert <i>Potentials of Digital Health</i>
10:20 – 10:45	2	Sami Gaber , Medical Doctor and Co-Founder docport GmbH <i>Digital health for better patient care</i>
10:55 – 11:20	3	Stefanie Kemp , Sana Clinics, Rüdiger Hochscheidt , Consultant for Digitalization in Healthcare <i>Digital systems in hospitals</i>
11:30 – 11:55	4	Markus Leyck Dieken , Medical Doctor and Digital Health Expert <i>The telematics infrastructure as the basis of a digital structure for the German healthcare system</i>
12:05 – 12:30	5	Markus Leyck Dieken , Medical Doctor and Digital Health Expert <i>The electronic identities as player licenses for users in Germany and the EU</i>
12:30 – 13:15 Lunch		
13:15 – 13:40	6	Christopher Grieben , Anna Martin-Niedecken , Niels Nagel , Hochschule für angewandtes Management <i>Digitalization in prevention and rehabilitation</i>
13:50 – 14:15	7	Susanna Zsoter , Cancer Warrior <i>Promoting patient-centeredness through digital healthcare</i>
14:25 – 14:50	8	Alina Holle , Vanessa Hering , Markus vom Scheidt , gkv informatik <i>Stakeholders in digital health</i>
15:00 – 15:25	9	Aylin Güler , Susan Pellegrini , gkv informatik <i>Cloud computing in digital healthcare</i>
15:35 – 16:00	10	Vanessa Pedulla , Vanessa Hering , Markus vom Scheidt , gkv informatik <i>Artificial intelligence in healthcare</i>

Friday Session 4: AI and Sustainability in Business and Education Hybrid: 3 rd floor, room 3.13 left side or Zoom (Entrance Code: 1234) Moderators: Ia Natsvlshvili & Tamta Lekishvili, Ivane Javakhishvili Tbilisi State University & East European University Zoom-Link: https://iubh.zoom.us/my/ispc2024.session.4?pwd=5CbLh4ovn99VvvdPZnJiD2DK7a33e5.1&omn=61580903729 Zoom Entrance Code:1234		
Time	Slot	Speaker
09:45 – 10:10	1	Ia Natsvlshvili , Ivane Javakhishvili Tbilisi State University <i>Supporting factors and barriers to circular business model innovation in the era of digital transformation</i>
10:20 – 10:45	2	Vasil Kikutadze, Tamta Lekishvili , East European University <i>AI and the evolution of learning outcomes in higher education: a strategic approach</i>
10:55 – 11:20	3	David Sikharulidze, Kakhaber Lazarashvili, Natia Gegelashvili, Tamar Tkheidze , East European University <i>The impact of social media on consumers' decision-making process in hotel industry</i>
11:30 – 11:55	4	George Abuselidze, Gia Zoidze , Batumi Shota Rustaveli State University, Georgia <i>Sustainable economic development, international security and technology transfer in the age of artificial intelligence</i>
12:05 – 12:30	5	Gulnaz Erkomaishvili , Ivane Javakhishvili Tbilisi State University <i>Digital economic policy in Georgia</i>
12:30 – 13:15 Lunch		
13:15 – 13:40	6	Eter Kharaishvili, Ia Natsvlshvili, Tamar Lazariashvili , Ivane Javakhishvili Tbilisi State University <i>Digitalization of Georgia's agro-food industry: challenges and opportunities for sustainable development</i>
13:50 – 14:15	7	Teona Shugliashvili, Tea Munjishvili , East European University, Ludwig Maximilian University Munich, Ivane Javakhishvili Tbilisi State University <i>Advancing machine comprehension of the Georgian language</i>
14:25 – 14:50	8	Manana Lobzhanidze , Ivane Javakhishvili Tbilisi State University <i>Digital transformation of higher education in Georgia: challenges and opportunities</i>
15:00 – 15:25	9	Elene Dundua , International Black Sea University <i>Corporate ethics in the AI era: balancing technological advancement with social responsibility</i>
15:35 – 16:00	10	Discussion and Session Sum Up

Friday Session 5: Digital Transformation and AI Projects Across Industries		
Online: 3 rd floor, room 3.13 right side or Zoom (Entrance Code: 1234)		
Moderators: Nia Todua & Giorgi Tavadze, Ivane Javakhishvili Tbilisi State University & East European University		
Zoom-Link: https://iubh.zoom.us/my/ispc2024.session.5?pwd=m4cPcMTQTbaqNoq8bIYQaNQ9Bxbqsb.1&omn=68044623278 Zoom Entrance Code: 1234		
Time	Slot	Speaker
09:45 – 10:00	1	Nugzar Todua, Nia Todua , Ivane Javakhishvili Tbilisi State University <i>The impact of social media on consumers' online information behaviour</i>
10:05 – 10:15	2	Shalva Machavariani, Temur Maisuradze , East European University <i>Utilizing an interactive web-portal focused on integrating university learning-research process and SME requirements</i>
10:20 – 10:35	3	Roya Anvari , University of Georgia <i>Enhancing team performance through emotional intelligence leadership: a digital management and artificial intelligence perspective in Qatar airways</i>
10:35 – 10:50	4	Roya Anvari , University of Georgia <i>Artificial intelligence adoption in recruitment, positive organizational shock, and career development in higher education institutions in Nigeria</i>
10:55 – 11:10	5	Givi Duchidze, Vazha Zeikidze , East European University, National Defense Academy of Georgia <i>Development of immersive technologies in military education</i>
11:10 – 11:25	6	Lia Kvirchishvili , East European University <i>Safeguarding job security: nurturing employee resilience in the age of artificial intelligence</i>
11:30 – 11:45	7	Maia Aghaia , Sokhumi State University <i>An impact of digitalization in English Language teaching process</i>
11:45 – 12:00	8	Levan Imnaishvili, Maguli Bedineishvili, Tea Todua, Archil Chovelidze , Georgian Technical University <i>Development of a remote laboratory experiment model in the hyflex format of teaching</i>
12:05 – 12:30	9	Sophio Ugrekhelidze , Business and Technology University <i>The role of digitalization and artificial intelligence in education administration (case of accreditation procedure)</i>
12:30 – 13:15 Lunch		
13:15 – 13:30	10	Mariam Burmistrova , East European University <i>Strategies for perfecting delegation in digital era</i>
13:30 – 13:45	11	Tamar Matcharashvili, Ioseb Mamukelashvili , East European University

		<i>Cross-country analyses of the challenges in online higher education and the need to implement the ARCS model</i>
13:50 – 14:15	12	Roya Anvari , University of Georgia <i>Digital leadership and artificial intelligence: a literature review</i>
14:25 – 14:40	13	Natia Tsiklauri, Marina Endeladze , Georgian Technical University, East European University <i>International Challenges with digital transformation to manage pandemics and viral infections</i>
14:40 – 14:55	14	Levan Tholikidze, Qetevan Kveselava, Irakli Bochorishvili , National defense Academy of Georgia <i>Impact of neural networks on artificial intelligence</i>
15:00 – 15:15	15	Tamar Khutsishvili , East European University <i>Challenges of e-commerce in Georgia</i>
15:20 – 15:35	16	Tinatin Rodonaia , East European University <i>Challenges of telecommuting: insights into Georgian employee experience</i>
15:40 – 16:00	17	David Jalagonia, Marine Khubua, Eliso Chokhonelidze , Sokhumi State University <i>Contemporary aspects of digitalization of corporate sustainability reporting</i>

Friday Session 6: Applications of AI Online: 3 rd floor, room 3.07 or Zoom Moderators: Christian Lucas, IU & Sebastian Arend, E-Commerce Institute Zoom Link: https://iubh.zoom.us/my/ispc2024.session.6?omn=62281663977 Zoom Entrance Code:1234		
Time	Slot	Speaker
09:45 – 10:10	1	Jonas Polfuß , IU International University <i>Navigating the Hype: Evaluating the Impact of AI in SME Marketing</i>
10:20 – 10:45	2	Laura-Maria Altendorfer, Nele Hansen, Josef Arweck, Carla Aschendorf , IU International University <i>AI for a Good Cause: Challenges, Criticism, Wishes and Opportunities of NPOs in Public Relations Work</i>
10:55 – 11:20	3	Muslum Ibrahimov, Ganira Ibrahimova , IU International University <i>Developing Digital Entrepreneurial Ecosystems: Diversity and Integration in Networked Business Environments</i>
11:30 – 11:55	4	Michele Dilege , IU International University <i>Digital foundation of start-ups: Challenges and current developments</i>
12:05 – 12:30	5	Anne-Selina Adamek , Metzler Vater live GmbH <i>Integrating Artificial Intelligence in Corporate Event Planning Processes – A Current Assessment of German Event Agencies</i>
12:30 – 13:15 Lunch		
13:15 – 13:40	6	Ann-Cathrin Nordhoff , Do it + Garden, Migros-Genossenschafts-Bund, Darius Zumstein , FHNW School of Business, Switzerland <i>Use and Influence of LLMs for Optimizing Product Texts in E-Commerce</i>
13:50 – 14:15	7	André de Almeida , Do it + Garden, Migros-Genossenschafts-Bund, Darius Zumstein , FHNW School of Business, Switzerland <i>Influence of AI in the generation of product texts on the conversion rate: Practical experiment in e-commerce using the example of doitgarden.ch</i>
14:25 – 14:50	8	Jonathan Black-Branch , IU International University <i>Revolutionizing and Transforming Business Operations: The Impact and Potential of Intelligent Automation</i>
15:00 – 15:25	9	Johannes Nuenning , Strategy Consultant for Innovators <i>How established companies can foster Innovation at “Zero” cost and why Digitalization requires them to act accordingly</i>
15:35 – 16:00	10	Carmen Birkle, Claudia Hess , IU International University <i>Integrating Data Ethics in Smart Cities: Insights from Leading European Cities</i>

Friday Session 7: Benefits of AI Online: 3 rd floor, room 3.15 or Zoom Moderators: Katja Grupp & Sameer Joshi, IU International University Zoom Link: https://iubh.zoom.us/my/ispc2024.session.7?omn=66247963350 Zoom Entrance Code:1234		
Time	Slot	Speaker
09:45 – 10:10	1	Manuel Etzkorn, Yvonne Römer, Masoumeh Tavakoligargari, Nihal Lamdaghari, Mariya Avdzhieva, Harald v. Korflesch , University Koblenz <i>The interface between Technology Transfer and Artificial Intelligence: A Systematic Literature Review</i>
10:20 – 10:45	2	Georg Herzwurm, Wolfram Pietsch , University of Stuttgart, FH Aachen <i>Digitalisation and AI as Moving Targets</i>
10:55 – 11:20	3	Phineas Speicher, Lutz Becker , Kode GmbH, Germany <i>LLMs as your “second brain” – How AI will affect the way we solve Problems</i>
11:30 – 11:55	4	Julian Antonio Walter , University of Ludwigshafen <i>The influence of artificial intelligence in e-commerce on consumer behaviour</i>
12:05 – 12:30	5	Lukman Alfakihuddin, Angelina Priscilla Tan , Sampoerna University Jakarta, Indonesia <i>Ai-Driven Features, Brand Experience and Their Impacts on Purchase Intention: Samsung S24 Case Study in A Developing Country</i>
12:30 – 13:15 Lunch		
13:15 – 13:40	6	Sameer Joshi, Ranjani Ramnath , IU International University <i>Harnessing Artificial Intelligence to Transform Primary Education: Applications, Challenges, and Future Directions</i>
13:50 – 14:15	7	Katja Grupp, Clare Hindley , IU International University <i>Enhancing creative and analytical thinking through the use of AI in management education: a student perspective</i>
14:25 – 14:50	8	Susanna Minder, Amelie Schweiger , IU International University <i>Artificial Intelligence and its possible advantages in skin cancer diagnostics</i>
15:00 – 15:25	9	Mohammadsadeqh Solouki, Gissel Velarde , Universidad Privada Boliviana, IU International University <i>AI-Powered Fashion: Integrating CNN Architectures for Classification and Recommendation</i>
15:35 – 16:00	10	Mateo Lopez-Ledezma, Gissel Velarde , IU International University <i>Cyber Security Data Science: Machine Learning Methods and their Performance on Imbalanced Datasets</i>

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. **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)

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

- Tatia Gherkenashvili, Dep. of Scientific Research and Development, EEU, t.gherkenashvili@eeu.edu.ge
- Teona Shugliashvili, Ph.D. Candidate, Ludwig Maximilian University, t.shugliashvili@campus.lmu.de
- Sebastian Arend and Kelly Schütz, Project Manager, E-Commerce Institute, info@ecommerceinstitut.de
- Leona Trautner, Project Manager, IU International University, leona.trautner@iu.org
- Alina Holle, Project Manager, gkv informatik, alina.holle@gkvi.de
- Assoc. Prof. Dr. Tea Munjishvili, Ivane Javakhishvili Tbilisi State University, tea.munjishvili@tsu.ge

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*.

Recommended Conference Hotels

Motel One Mediapark

Am Kämpchenshof 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.

Travel Advise

If you arrive by **train**, you should arrive at Cologne Central Station. From there, you can easily transfer to the subway and travel to Friesenplatz. From there the International University is a 4-minute walk.

If you plan your visit by **car** our suggestion is to leave the car at “Contipark” garage, Kaiser-Wilhelm-Ring (<https://bit.ly/ISPC-Parking>). From there it is a 3-minute walk to the event.

Venue and history

The Gerling complex, originally designed by a well-known sculptor and architect, features a conservative, authoritative architectural style. Key buildings include the Friedrich-Wilhelm building and the “Torhaus”, with a plaza that is now fully pedestrianized. The complex underwent a significant renovation, preserving the historic facade while updating it to meet modern standards of energy efficiency, safety, and technology. The area includes a mix of historic and contemporary architecture, with high-quality residential and office spaces spread across 130,000 square meters in a prime city-center location.

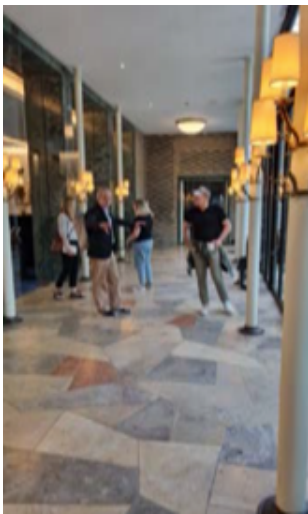
The complex houses the IU, where the ISPC 2024 conference will take place:

IU International University

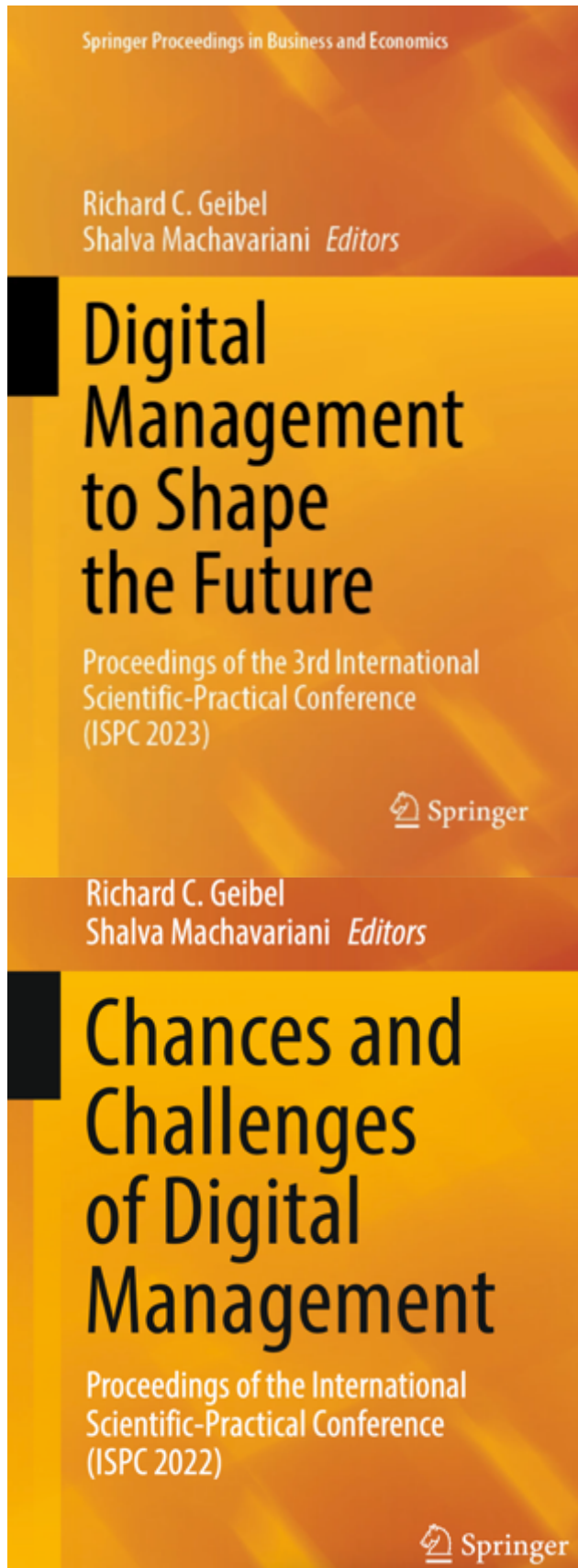
Campus Gerling Quartier
Hildeboldplatz 20
50672 Cologne, Germany

<https://www.iu.de/en/campus/cologne/>

The facilities



Conference Publications



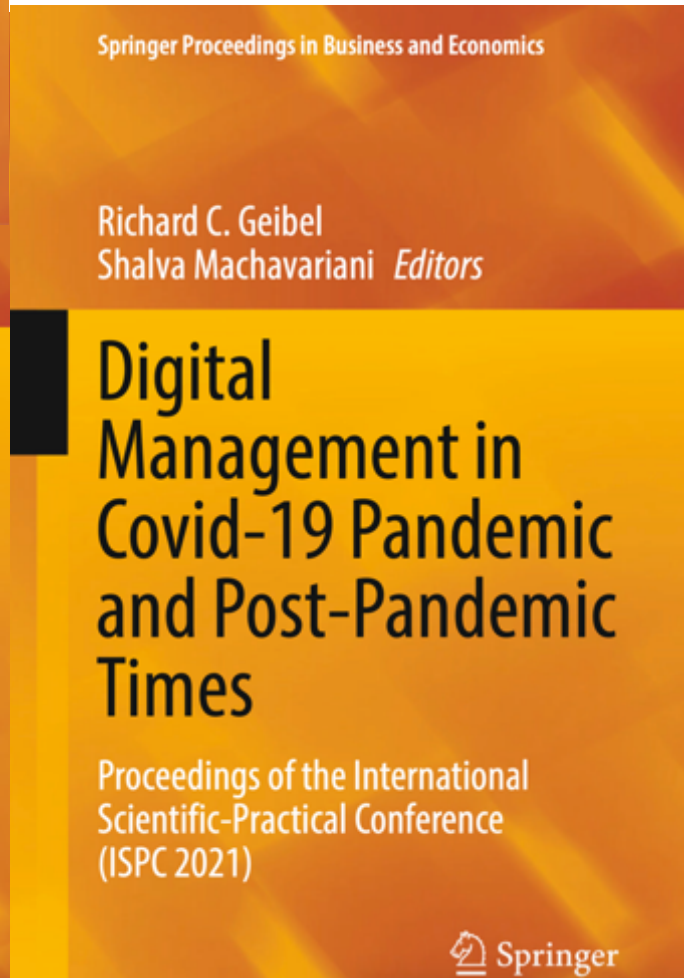
Three annual international conferences with a focus on digital management have already taken place. The latest **“International Scientific Practical Conference (ISPC) 2023”** focused on the topic of **“Digital Management to Shape the Future”** and took place on 24. and 25. November 2023 as a hybrid event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

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

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

<https://link.springer.com/book/9783031665165>



Partner Organisations

	<p>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</p>
	<p>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</p>
	<p>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/</p>
	<p>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/</p>
	<p>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</p>
	<p>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/</p>
	<p>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</p>
	<p>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</p>
	<p>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/</p>
	<p>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</p>
	<p>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/</p>
	<p>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</p>
	<p>Ivane Javakhishvili Tbilisi State University (TSU) according to the 2024 edition of the Center for World University Rankings (http://cwur.org/2024.php), is among the top 5% of the universities globally, placing 1,047th out of 20,966 universities. TSU also stands as the top-ranked university in Georgia according to the same rankings. => https://www.tsu.ge/en</p>