



Call for Abstract

ISPC 2026

6th annual International Scientific-Practical Conference

“Digital and AI Management - Scientific Research and Practical Implementation”

10. and 11. September 2026

ISPC 2026 is the 6th international annual conference organized by FHNW (Switzerland) together with its partners IU International University (Germany), Adelphi University (USA), East European University (Georgia) and E-Commerce Institute (Germany).

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)

Prof. Dr. **Darius Zumstein**, FHNW, Institute for Competitiveness and Communication, Olten (Switzerland)

Topics and format

The scope of the conference will include **Digitalization** in the fields of **Business, Management, Education, Research**. It is aiming to provide a forum for presenting and discussing relevant aspects of digitalization. This conference will be held at the well-regarded Swiss university, FHNW, with over 15,000 enrolled students in a **hybrid** format, i.e. participants can present both at the conference venue in Brugg, Switzerland, and online via Zoom video conferencing.

Registration

Prospective participants are kindly requested to send the **application form** until **1. July 2026**.

Abstract on one page with 300 words to ispc2026conference@gmail.com

Fee

The registration for ISPC 2026 is **free of charge**.

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 2026**

Deadline for submitting of presentation and full paper ----- **1. September 2026**

ISPC 2026 Conference----- **10./11. September 2026**

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 have not yet obtained a PhD, 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

Centurion Towerhotel Windisch-Brugg OR
Steinackerstrasse 1
5210 Windisch-Brugg, Switzerland

Tel.: +41 56 460 22 22

Email: info@centurion-towerhotel.ch

<https://www.centurion-towerhotel.ch/>

Note: 180 m away from the conference venue

Hotel Terminus Brugg
Bahnhofplatz 1-5,
5200 Brugg, Switzerland

Tel.: +41 56 460 25 25

Email: info@terminus-brugg.ch

<https://terminus-brugg.ch/>

Note: 500 m away from the conference venue

Advisory Committee to support the 6th 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 Korfflesch, 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
- Prof. Dr. Shalva Machavariani, Vice Rector in Scientific Affairs, East European University, Georgia
- Dr. Zviad Gabisonia - Lawyer, Former General Director of the Shota Rustaveli National Science Foundation of Georgia, 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, 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 at IU International University, areas of research: International Marketing, Digital Branding and Online Marketing, Hiphop, China
- Dr. Patricia Girrback, Professor for Business Administration and Leadership at IU International University, areas of research: value-based leadership and sustainability, Germany

Coordination Team to support the organization

- Dr. Teona Shugliashvili, Ludwig Maximilian University of Munich, t.shugliashvili@campus.lmu.de
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