

6th Annual

International Scientific-Practical Conference

ISPC 2026

Digital and AI Management
Scientific Research and Practical Implementation

10-11 September 2026

FHNW, Brugg-Windisch, Switzerland

HYBRID CONFERENCE

Onsite at FHNW and online via Zoom | Conference language: English

Thursday, 10 September	E-Commerce Best Practice Day with the ISPC 2026 Scientific Track
Friday, 11 September	10 parallel scientific tracks with 98 presentations
Participation	Free of charge
Program status	Draft V14 based on Friday_Track_Matrix V45 and the FHNW program dated 24 August 2026

Organized by

FHNW, Adelphi University, East European University, IU International University, E-Commerce Institute

Prof. Dr. Darius Zumstein, FHNW, Switzerland
Prof. Dr. MaryAnne Hyland, Adelphi University, Garden City, NY, USA
Prof. Dr. Kakhaber Lazarashvili, EEU, Georgia
Prof. Dr. Richard C. Geibel, IU and E-Commerce Institute, Germany

Thursday, 10 September 2026

E-Commerce Best Practice Day 2026 |

37 presentations from leading Swiss online retailers and FHNW research partners

FHNW Campussaal, Windisch-Brugg | 08:30-20:00

Time	E-Commerce	Scientific Track (ISPC 2026)	AI & Agentic Commerce	Marketplaces & Platforms
	Campussaal Moderator: Prof. Dr. Darius Zumstein	Room 6.1D09 Moderator: Adele Dörner	Room 6.1D13 Moderator: Aldo Gnocchi	Room 6.0D13 Moderator: Anouk Hodel
from 08:30	Admission & coffee			
09:15-09:50	Prof. Darius Zumstein & Adele Dörner			
10:00-10:30	Ubaldo Piccone (QoQa)	Prof. Richard C. Geibel (IU International University)	Sara Schwartz (Betty Bossi) & Vanessa Wurster (seocation)	Raphael Kisling (Worldline)
10:30-10:40	Break			
10:40-11:10	Fabian Büchler (Brack)	Prof. Knut Hinkelmann (FHNW)	Gabi Troxler (Okitah) & customer	Boris Krstic (Actindo) & R. Beuter (Powerfood)
11:20-11:50	Sebastian Paul (Victorinox)	Prof. Marc Peter (HES-SO)	Michael Ammann (Boxalino) & customer	Michael Braun-Neidinger (iPet.ch)
11:50-13:30	Lunch			
13:30-14:00	Angeline Suppiger & Laurin Krausz (SECEND) Nico Bellabarba	Prof. Mario Fischer (THWS Würzburg)	Vito Critti (CONVOTIS)	Michel Janz (CRIF)
14:10-14:40	Sandy Tschopp & Roman Zoun (Swisscom)	Prof. Falk Uebersnickel (ZHAW)	Kai Jesse (BSI)	Kristel Heim (DIVISA)
14:40-15:10	Break			
15:10-15:40	Anna Szostek (Zalando)	Martin Stucki (LOEB) Lüthy & Alter (FHNW)	Marion Willam (Racing Unleashed) & Marcel Bieri (VIU)	Ingo Schegk (Ochsner Shoes)
15:50-16:20	Philippe Huwyler (Coop Online)	Dr. Ulrich Arnold (GKVI)	Mario Laubi (Import Parfümerie)	Martin Jungfer (Galaxus)
16:30-17:00	Nicholas Hännny (NIKIN)	Prof. Cristina Völkl-Wolf (THWS Würzburg)	Julia Herz (dreamleap)	Thomas Frierss (XeroGrafIX)
17:10-17:40	Yorck v. Mirbach (Amazon)	Anna Sommer (IU International University)	Christopher Geisler (Ochsner Sport)	Philipp Noah Kremser (Shopware)
17:45-18:00	Closing by the organizers			
18:00-20:00	Apéro Riche & Networking			

Friday, 11 September 2026

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

Morning sessions	08:45-11:30 Sessions 1-5
Lunch break	11:30-12:15
Afternoon sessions	12:15-15:00 Sessions 6-10
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.

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

Participation legend: **ONSITE** **ONLINE**

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 Dilenge 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			
12:15-12:40	6	Eter Kharaishvili 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 Companies: A Practical Decision-Support Framework for Georgia</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

Presentation format: 25 minutes per slot, including discussion. Please join the room 10 minutes early.

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 Digitization of the 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>Enhancing Food Safety through Technological Innovation: Applications of Blockchain Traceability in Supply Chain Management</i>	Online
09:55-10:20	3	Tatia Dundua; Mariam Dedabrishvili; Tamta Lekishvili; Yuskel Ekinci; Ketevan Dundua Tbilisi State University / Batumi Shota Rustaveli State University, Georgia <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>Traffic Optimization and Spatial Site-Selection Modelling in Smart Cities</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			
12:15-12:40	6	Tamta Lekishvili; Mariam Dedabrishvili; Yuskel Ekinci; Ketevan Dundua; Tatia Dundua Tbilisi State University / Batumi Shota Rustaveli State University, Georgia <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 Iaquinta; 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

Presentation format: 25 minutes per slot, including discussion. Please join the room 10 minutes early.

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>The Influence of Visual Merchandising on Purchase Intention of Fashion Brand Colorbox Among Female Customers in Jakarta</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			
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</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 x Demon Slayer Among Anime Fans in Jabodetabek</i>	Online
13:25-13:50	8	Cherilyn Sandiyova Kristanto Sampoerna University, Indonesia <i>The Role of Influencer Credibility and Homophily Effect on Gen Z Purchase Intention</i>	Online
14:00-14:25	9	No presentation scheduled	-
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

Presentation format: 25 minutes per slot, including discussion. Please join the room 10 minutes early.

Friday Track 4: E-Commerce, Platforms & Digital Business

Room	6.1D53	Moderators	Darius Zumstein / Ulrich Arnold
Zoom	Breakout Room 4	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	Darius Zumstein; Adele Doerner FHNW, Switzerland <i>AI-Driven Automation in E-Commerce: Empirical Insights into Digital Business and Marketing Processes</i>	Onsite
09:20-09:45	2	Muhammad Lukman Baihaqi Alfakihuddin; Chandra Hendriyani; Tika Endah Lestari Sampoerna University, Indonesia <i>Human–AI Collaboration in E-Commerce Customer Service: Effects on Customer Trust and Satisfaction</i>	Online
09:55-10:20	3	Rokhsareh Mobarhan; Roya Anvari; Ali Kadhim Saddam Danesh Alborz University / University of Georgia / Basra University for Oil and Gas, Iran/Georgia/Iraq <i>The Impact of Digital Transformation Strategy and Knowledge Management Practices on Marketing Performance: The Mediating Role of Innovation in SMEs</i>	Online
10:30-10:55	4	Viet Dang Anh Hoang; Thu Thi Trinh Danang University of Economics, Vietnam <i>From Traditional Hotels to Peer-to-Peer Accommodation Platforms: A Push–Pull–Mooring Analysis in the Digital Tourism Era</i>	Online
11:05-11:30	5	Amanda Rochellea B.; Christian H. Pangaribuan Sampoerna University, Indonesia <i>Impact of Enjoyment and Experience on Digital Banking Retention Across Generations in Jabodetabek</i>	Online
11:30-12:15 Lunch break			
12:15-12:40	6	Ia Nadirashvili; Maria Kldiashvili Caucasus International University; International Black Sea University, Georgia <i>Retail Market Evolution in Georgia: Digital Transformation as an Emerging Trend in the FMCG Sector</i>	Online
12:50-13:15	7	Nouredin Barati; Saba Khargiani; Roya Anvari; Razieh Anvari Isfahan University, Iran <i>The Role of Artificial Intelligence in Digital Platforms and Organizational Performance</i>	Online
13:25-13:50	8	Tri Wismiarsi; Angelina Priscilla Tan; Joanna Christie Liem Sampoerna University, Indonesia <i>Exploring P2P Lending Adoption in Indonesia through the Technology Acceptance Model and Trust</i>	Online
14:00-14:25	9	Kanaya Audy Phwa; Christian H. Pangaribuan; Cherrie Aurelia (presenting author); Pananda Pasaribu; Tri Wismiarsi Sampoerna University, Indonesia <i>From 'Beauty Cam' to Beauty Purchases: Impact of Shopee's Augmented Reality Features</i>	Online
14:35-15:00	10	Irakli Gazdeliani; Gulnaz Erkomaishvili Tbilisi State University, Georgia <i>Economic-Mathematical Modelling of Policies Supporting Digital Entrepreneurship Development Under Global Crisis Conditions</i>	Online

Presentation format: 25 minutes per slot, including discussion. Please join the room 10 minutes early.

Friday Track 5: AI in Higher Education & Academic Quality

Room	6.2A03	Moderators	Ia Natsvlishvili / Nurdan Kavaklı Ulutaş
Zoom	Breakout Room 5	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	Maia Bolkvadze; Imeri Basiladze; Giorgi Katamadze Batumi Shota Rustaveli State University, Georgia <i>Artificial Intelligence Integration in Early Childhood Education in Georgia: Opportunities and Challenges</i>	Onsite
09:20-09:45	2	Nugzar Todua; Nia Todua; Grigol Kartsivadze Tbilisi State University, Georgia <i>The Integration of Artificial Intelligence Tools in Higher Education: Research Based on the Unified Theory of Acceptance and Use of Technology</i>	Onsite
09:55-10:20	3	Sophio Ugrekhelidze Business and Technology University, Georgia <i>Compressed Digitalization and Its Limits: Big Data Governance in Georgian Higher Education</i>	Online
10:30-10:55	4	Rusudan Seturidze; Kristine Chikhladze Tbilisi State University, Georgia <i>Artificial Intelligence in Higher Education: Perspectives on University Management and Quality Assurance</i>	Online
11:05-11:30	5	Ia Natsvlishvili Tbilisi State University, Georgia <i>Adaptation of Youth and Higher Education System to the Artificial Intelligence Economy (Global Trends and Georgian Challenges)</i>	Online
11:30-12:15 Lunch break			
12:15-12:40	6	Ebru Kızıltaş; Gülşah Külekçi; Nurdan Kavaklı Ulutaş Izmir Demokrasi University; Dokuz Eylül University, Türkiye <i>Examining Generative Artificial Intelligence Literacy Among K12 Turkish EFL Teachers</i>	Online
12:50-13:15	7	Mariam Elizbarashvili; Natalia Kharadze Tbilisi State University, Georgia <i>Artificial Intelligence in Academic Personnel Assessment: The Case of Ivane Javakhishvili Tbilisi State University</i>	Online
13:25-13:50	8	Nurdan Kavaklı Ulutaş; Sneha Saha; Shalini Balasubramani; Sarmin Haque Izmir Demokrasi University; CHRIST (Deemed to be University); Meenakshi Academy of Higher Education and Research; Australian Migrant Resource Centre, Türkiye / India / Australia <i>AI-Driven Educational Management for Migrant Inclusion: A Systematic Review of Language, Contemplative, and Inclusive Practices in Post-Compulsory Education</i>	Online
14:00-14:25	9	Zviad Sigua Tbilisi State University, Georgia <i>Digital Transformation of Higher Education Infrastructure through Hybrid Learning Systems</i>	Online
14:35-15:00	10	Lela Mirtskhulava Sokhumi State University, Georgia <i>The Impact of Generative Artificial Intelligence on Academic Writing and Critical Thinking in Georgian Higher Education</i>	Online

Presentation format: 25 minutes per slot, including discussion. Please join the room 10 minutes early.

Friday Track 6: Digital Education, Skills & Internationalization

Room	6.2A06	Moderators	Tatia Gherkenashvili / Tinatin Rodonaia
Zoom	Breakout Room 6	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	Tea Munjishvili; Maka Giorgobiani; Zviad Sigua; Giorgi Meskhi; Maka Khavtasi Tbilisi State University, Georgia <i>Strategic Digital Marketing and Digital Education in the Transformation of Higher Education Systems</i>	Onsite
09:20-09:45	2	Nihal Lamdaghri; Zidane Lamdaghri; Harald von Korflesch Mohammed V University / University of Koblenz, Morocco/Germany <i>From Airports to Wi-Fi: Rethinking Student Mobility through Internationalization at Home</i>	Online
09:55-10:20	3	Boutaina Aribia; Hafsa Boukhrisse; Ilham Oumaira; Ahlam Qafas; Zidane Lamdaghri Ibn Tofail University, Morocco <i>The Impact of Integrating Digital Programs on Students' Digital Competencies in Moroccan Universities</i>	Online
10:30-10:55	4	Tatia Gherkenashvili East European University, Georgia <i>How Organizational Culture Shapes Innovation in Universities: The Mediating Role of Person–Organization Fit</i>	Online
11:05-11:30	5	Nino Paresashvili; Teona Edzgeradze Ivane Javakishvili Tbilisi State University / Sokhumi State University, Georgia <i>Psychosocial Determinants of Academic Motivation and Their Impact on Learning Outcomes among University Students: Evidence from Georgia</i>	Online
11:30-12:15 Lunch break			
12:15-12:40	6	Jessica Alexandria Wahyudi; Sentot Basuki Prayitno; Muhril Ardiansyah; M. Lukman B. Alfakihuddin Sampoerna University, Indonesia <i>The Role of Entrepreneurship Education in Shaping Entrepreneurial Success: An Indonesian Perspective</i>	Online
12:50-13:15	7	Nino Paresashvili; Irma Dikhaminjia; Teona Edzgeradze Ivane Javakishvili Tbilisi State University / Sokhumi State University, Georgia <i>Fostering Teaching Innovation through Organizational Climate and Staff Motivation: Evidence from Higher Education Institutions in Georgia</i>	Online
13:25-13:50	8	Tinatin Rodonaia East European University, Georgia <i>Bridging the Gap Between Digital Skill Demand and Higher Education: Evidence from the Georgian Labor Market</i>	Online
14:00-14:25	9	Eter Kharaishvili; Natela Tsiklashvili; Manana Lobzhanidze; Lela Aduashvili Tbilisi State University / Batumi Shota Rustaveli State University, Georgia <i>Digital Management of Higher Education in Georgia: Adapting to Global Trends in the National Context</i>	Online
14:35-15:00	10	Mariam Burmistrova East European University, Georgia <i>AI-Supported Communication Culture in Organizations</i>	Online

Presentation format: 25 minutes per slot, including discussion. Please join the room 10 minutes early.

Friday Track 7: Agentic AI, Decision Intelligence & Digital Procurement

Room	6.2A08	Moderators	Anouk Hodel / Adele Dörner
Zoom	Breakout Room 7	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	Muslum Ibrahimov IU International University of Applied Sciences, Germany <i>From Decision Support to Governed Autonomous Negotiation</i>	Onsite
09:20-09:45	2	Merihan Hazem Anwar Labib Bishara; Anriette Michel Fouad Bishara International Black Sea University, Georgia <i>Explainable Supply Chain Analytics via Probabilistic Inductive Logic Programming</i>	Onsite
09:55-10:20	3	Tsotne Lekishvili International Black Sea University / Georgian Water and Power <i>Predictive Analytics for Capital Investment Planning in Energy and Water Utility Companies</i>	Onsite
10:30-10:55	4	Badri Gechbaia; Giorgi Katamadze; Tite Aroshidze; Giorgi Abashidze Batumi Shota Rustaveli State University, Georgia <i>Artificial Intelligence And Digital Technology Influence Human Resources Management on Efficiency</i>	Onsite
11:05-11:30	5	David Jalagonia; Romeo Galdava; Marine Khubua Sokhumi State University, Georgia <i>Directions for Improving the Digital Transformation of Auditing</i>	Online
11:30-12:15 Lunch break			
12:15-12:40	6	Rachel John Robinson IU International University of Applied Sciences, Germany <i>The Strategic Impact of AI: Mitigating Data Barriers to Foster Business Competitiveness</i>	Online
12:50-13:15	7	Giorgi Gaprindashvili; Tea Munjishvili; Gulad Nakashidze Tbilisi State University, Georgia <i>The Impact of Digital Procurement Platforms on Economic Policy Effectiveness</i>	Online
13:25-13:50	8	Nino Tavberidze Business and Technology University, Georgia <i>AI Adoption in Public Sector Human Resource Management (HRM)</i>	Online
14:00-14:25	9	Saipranay Tummala; Nguyen; Xie Adelphi University, USA <i>The Right Model Depends on the Data: A Cross-Domain Study of Regression Algorithms</i>	Online
14:35-15:00	10	Mourad Mansour Prince Mohammad Bin Fahd University, Saudi Arabia <i>AI-ization of Business™: The Good, the Bad, and the Ugly</i>	Online

Presentation format: 25 minutes per slot, including discussion. Please join the room 10 minutes early.

Friday Track 8: Digital Innovation, Knowledge Transfer & Recommend. Systems

Room	6.2A53	Moderators	Manuel Etzkorn / Yvonne Römer
Zoom	Breakout Room 8	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	Jan-Ole Sievers IU International University of Applied Sciences, Germany <i>Digitalization in Management Accounting: Analyzing the Impact of Business Intelligence, Predictive Analytics, Artificial Intelligence, and Robotic Process Automation on Processes and Professional Roles</i>	Onsite
09:20-09:45	2	Rokhsareh Mobarhan; Roya Anvari; Saba Khargiani Danesh Alborz University; University of Georgia; Caucasus University, Iran/Georgia <i>Impact of Digitalization and Artificial Intelligence on Employee Behaviour in Organizational Settings</i>	Online
09:55-10:20	3	Giorgi Shaburishvili International Black Sea University / LTD Novamix, Georgia <i>Human-AI Collaboration in Construction Management: Organisational and Cultural Challenges</i>	Onsite
10:30-10:55	4	Rusudan Maisuradze; Leila Kadagishvili; Ramaz Putkaradze Tbilisi State University, Georgia <i>Digital Transformation of Small and Medium Enterprises: Challenges and Opportunities</i>	Online
11:05-11:30	5	Nino Chikhradze; Mariam Elizbarashvili; Renato Henriques; Giorgi Gaprindashvili Ivane Javakhishvili Tbilisi State University; LEPL National Environmental Agency; University of Minho, Georgia/Portugal <i>Digital Monitoring of Coastal Morphodynamics Under Climate Change Using Remote Sensing, Close-Range Photogrammetry and GIS Research Methods</i>	Online
11:30-12:15 Lunch break			
12:15-12:40	6	Tamta Beridze; Irma Dikhaminjia Sokhumi State University, Georgia <i>The Impact of Sustainability Regulatory Frameworks on the Strategies and Operational Performance of Low-Cost Carriers</i>	Online
12:50-13:15	7	Eliso Chokhanelidze; David Jalagonia; Marine Khubua International Black Sea University; Sukhumi State University, Georgia <i>The Impact of Digitalization on the Development of Sustainability Reporting in the Agricultural Sector</i>	Online
13:25-13:50	8	Manuel Etzkorn; Masoumeh Tavakoligargari; Harald von Korflesch University of Koblenz, Germany <i>Can AI-assisted Transfer Scouting Elevate Technology Transfer to a New Level?</i>	Onsite
14:00-14:25	9	Natia Terterashvili; Shota Shaburishvili Tbilisi State University, Georgia <i>Asynchronous Impact of Digital Transformation on Labor Productivity: The Case of the Georgian Real Estate Market</i>	Online
14:35-15:00	10	Yvonne Römer; Manuel Etzkorn; Harald von Korflesch University of Koblenz, Germany <i>From E-Commerce to Knowledge Transfer: A Systematic Literature Review of AI-Driven Recommendation Systems</i>	Onsite

Presentation format: 25 minutes per slot, including discussion. Please join the room 10 minutes early.

Friday Track 9: Digital Work, Leadership, Ethics & Society

Room	6.2D55	Moderators	Badri Gechbaia / Giorgi Abashidze
Zoom	Breakout Room 9	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	Elene Dundua International Black Sea University, Georgia <i>Women in Digital Leadership - Barriers and Enablers in Georgian Organisations</i>	Onsite
09:20-09:45	2	Suraiya Nasreen IU International University of Applied Sciences, Germany <i>Mindfulness and Decision-Making Under Workplace Uncertainty</i>	Onsite
09:55-10:20	3	Marcel Dulgeridis; Sven Steinhardt IU International University of Applied Sciences, Germany <i>Why Digital Financial Education Falls Short: From the Knowledge-Action Gap to the Decision Autonomy Gap</i>	Onsite
10:30-10:55	4	Mirian Ebanoidze Akaki Tsereteli State University, Georgia <i>Artificial Intelligence Beyond Modernity, Humanism, and Globalization</i>	Onsite
11:05-11:30	5	Marina Shioshvili East European University, Georgia <i>The Impact of Digital Transformation on Critical Thinking and Concentration Skills Across Generations (Empirical Evidence from the Georgian Labour Market)</i>	Online
11:30-12:15 Lunch break			
12:15-12:40	6	Elizbar Elizbarashvili; Sofiko Kvantaliani Tbilisi State University, Georgia <i>Humanity at the Crossroads: Utopian and Posthuman Scenarios of Future Governance</i>	Online
12:50-13:15	7	Tamar Gamsakhurdia; Teona Shughliashvili; Zurab Munjishvili Georgian Research University / LMU Munich, Georgia/Germany <i>Digital Semantic Analysis and the Necessity of Neural Network Implementation in the Financial Sector</i>	Online
13:25-13:50	8	Marine Natsvaladze Tbilisi State University, Georgia <i>Behavioral Economics and Women's Economic Empowerment: Navigating the Digital Transformation</i>	Online
14:00-14:25	9	David Razmadze Tbilisi State University, Georgia <i>Artificial Intelligence and Digital Tools in Managing Conflicts Between Immigrants and Local Communities: A Comparative Study of Georgia and Germany</i>	Online
14:35-15:00	10	Ovrillia Praditha; Tan Kaitlynn Eleanore Poa; Vera Selviana Adoe; Marhawati Najib; Aep Saefullah Escuela de Negocios Europea de Barcelona, Spain/USA/Indonesia <i>Enhancing Motivation and Team Belonging in Digital Work Environments: Strategies for Sustainable Organizational Performance</i>	Online

Presentation format: 25 minutes per slot, including discussion. Please join the room 10 minutes early.

Friday Track 10: Digital Health, Trust & Societal AI

Room	6.2D57	Moderators	Richard C. Geibel / Annalena Sommer
Zoom	Breakout Room 10	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	Richard C. Geibel IU International University of Applied Sciences / E-Commerce Institute, Cologne, Germany <i>Digital Health in Germany: Towards a Patient-Centered Digital Health Ecosystem Model (PCDHE)</i>	Onsite
09:20-09:45	2	Tamar Charkviani Caucasus University, Georgia <i>Digital Trust and Civic Participation in the Era of Artificial Intelligence: The Case of Georgia</i>	Onsite
09:55-10:20	3	Richard C. Geibel; Annalena Sommer IU International University of Applied Sciences, Germany <i>Community-Driven Digital Innovation in Long-Term Care: First Findings from the ZiBeKo Project within the CIP Innovation Ecosystem</i>	Onsite
10:30-10:55	4	Siavash Hosseinpour Chermahini; Iuri Migriuli University of Georgia / David Tvildiani Medical University <i>Digitalization in Healthcare: Opportunities, Ethical Challenges, and AI Implementation</i>	Online
11:05-11:30	5	Siavash Hosseinpour Chermahini; Saltanat Khan University of Georgia <i>Digital Health Technologies in Modern Healthcare</i>	Online
11:30-12:15 Lunch break			
12:15-12:40	6	Natia Tsiklauri; Marina Endeladze Georgian Technical University; European University / Infectious Diseases, AIDS & Clinical Immunology Research Center <i>EU and WHO HR policies in the healthcare system: digital models, strategic aspects and perspectives</i>	Online
12:50-13:15	7	Halimah Mohd Yusof Universiti Teknologi Malaysia (UTM) <i>Organizational Behavior Implications of Artificial Intelligence Adoption in Healthcare Organizations</i>	Online
13:25-13:50	8	Meriem Nejjar; Hanaa El Bayed Sakalli Chouaib Doukkali University, Morocco <i>The Impact of Instagram and TikTok on Young Moroccan Consumers' Impulsive Purchase Intention: An S-O-R and Source Credibility Approach</i>	Online
14:00-14:25	9	Siavash Hosseinpour Chermahini; Jalal Jbara University of Georgia, Georgia <i>The Role of Artificial Intelligence in Improving Healthcare Services</i>	Online
14:35-15:00	10	Discussion / technical buffer	-

Presentation format: 25 minutes per slot, including discussion. Please join the room 10 minutes early.

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