

International Scientific-Practical Conference (ISPC 2021)

## Digital Management in Covid 19 Pandemic and Post-pandemic times

Format: online - Zoom

Meeting ID: <https://zoom.us/j/95792037717>

Conference Working Language – English, Georgian (Simultaneous translation will be provided)

### Agenda

Georgian Time	Friday, 12. November, 2021
11.00 – 11.25	<p>Opening of the conference:</p> <p><b>Dr. Shalva Machavariani,</b> <i>Co-Organizer of the Conference, Vice-rector in Science Affairs of East European University</i></p> <p><b>Dr. Richard Geibel,</b> <i>Co-Organizer of the Conference, Dean of Master Program "Digital Management" of Hochschule Fresenius University of Applied Sciences</i></p> <p>Welcome speeches:</p> <p><b>Dr. David Cherkezishvili,</b> <i>Head of the Academic Council of East European University</i></p> <p><b>Dr. Lutz Becker,</b> <i>Head of Business School of Hochschule Fresenius University of Applied Sciences</i></p> <p><b>Dr. Kakhaber Lazarashvili,</b> <i>Acting Rector of East European University</i></p> <p><b>Dr. Nunu Mitskevich,</b> <i>The Deputy Minister of Education and Science of Georgia</i></p> <p><b>Dr. Avtandil Kasradze,</b> <i>Chairman of Georgian Innovation and Technology Agency (GITA)</i></p>
11.25-11.30	<p>Introducing the conference agenda to conference participants and attendees:</p> <p><b>Tatia Gherkenashvili,</b> <i>Coordinator of the conference</i></p>

	<b>Keynote speeches:</b>
11.30 – 12.00	<b>Robin Kracht</b> (University of Wuppertal, Germany) & <b>Uwe Roschmann</b> (Pixelpark, Germany) <i>Social Commerce – origin and meaning.</i>
12.00 – 12.30	<b>Dr. Mikheil Tokmazishvili</b> (East European University, Georgia): <i>Barriers to Digital Business and Challenges of Social Innovations in Georgia.</i>
	<b>Session I: Digitalization in Social and Corporate Responsibility</b> <b>Meeting ID:</b> <a href="https://zoom.us/j/95792037717">https://zoom.us/j/95792037717</a> <b>Moderator:</b> <b>Dr. Zviad Gabisonia</b> , The Head of Research Center at BTU.
	<b>Speakers:</b>
12.30 – 13.00	<b>Hendrik Müller</b> (Hochschule Fresenius University of Applied Sciences, Germany): <i>The Impact of the Covid Pandemic on Consumer Ethics and Corporate Responsibility.</i>
13.00 – 13.30	<b>Tess-Jasmin M. Müller MA</b> (Hochschule Fresenius University of Applied Sciences, Germany): <i>Transformation of the German Energy Industry – Influence of Digitalization and Customer Excellence on Regional energy suppliers.</i>
13.30 – 14.00	<b>Levan Gorelashvili</b> (East European University, Georgia): <i>The Importance of Digitalization of Legal Documents Preparing Process and Its Impact on Peoples' Legal Guarantees.</i>
14.00 – 14.30	<b>Break</b>
14.30 – 15.00	<b>Robin Kracht</b> (University of Wuppertal, Germany): <i>Stakeholder Interests in the Support Landscape of for Profit Incubators.</i>
15.00 – 15.30	<b>Zurab JankhoTeli</b> (East European University, Georgia): <i>Customer Persuasion and Branding Through Digital Communication During Covid-19.</i>
15.30 – 16.00	<b>Nora kukhianidze &amp; Anzori Babunashvili</b> (Akaki Tsereteli State University, Georgia): <i>Mobile Application for Controlling Smart House remote Control System.</i>
16.00 – 16.30	<b>Break</b>

	<p><b>Session II: E-Commerce and Digital Entrepreneurship</b>  <b>Meeting ID:</b> <a href="https://zoom.us/j/93440915581">https://zoom.us/j/93440915581</a>  <b>Moderator:</b> Dr. Richard Geibel, Dean of Master Program "Digital Management", Hochschule Fresenius University of Applied Sciences</p>
	<p><b>Speakers:</b></p>
12.30 – 13.00	<p><b>Antonia Louisa Biel</b> (Hochschule Fresenius University of Applied Sciences, Germany):  <i>Integrated Digital Sales Platform for the Solution of Customer Needs.</i></p>
13.00 – 13.30	<p><b>Franziska Niemann</b> (Hochschule Fresenius University of Applied Sciences, Germany):  <i>Social Commerce as a Value Driver – Opportunities and Limitations of Direct Sales.</i></p>
13.30 – 14.00	<p><b>Tamar Abzianidze</b> (Georgian Institute of Public Affairs, Georgia)  <i>E-commerce, Digital Transformation and the Environment, in the Context of Covid 19.</i></p>
14.00 – 14.30	<p><b>Break</b></p>
14.30 – 15.00	<p><b>Nieki Hashemi</b> (Hochschule Fresenius University of Applied Sciences, Germany):  <i>Evaluation of Intrapreneurship in Business Innovation – An Analysis between Scale-ups and Big Corporations.</i></p>
15.00 – 15.30	<p><b>Mamuka Ghaghanidze</b> (East European University, Georgia):  <i>Adapter.ge How We Digitalized Local Businesses During Pandemic.</i></p>
15.30 – 16.00	<p><b>Ines El Akid</b> (Hochschule Fresenius University of Applied Sciences, Germany):  <i>The Challenges of Digital Leadership - a Critical Analysis in Times of Disruptive Changes.</i></p>
16.00 – 16.30	<p><b>Tobias Oskar Lassmann</b> (Hochschule Fresenius University of Applied Sciences, Germany):  <i>The Application of Chatbots in Private Universities – A Critical Analysis of Economic Potentials and Challenges.</i></p>

	<p><b>Session III: Digitalization in Education</b>  <b>Meeting ID:</b> <a href="https://zoom.us/j/92936431896">https://zoom.us/j/92936431896</a></p> <p><b>Moderator:</b> <b>Dr. Nino Gachechiladze</b>, Associate professor, Ivane Javakhishvili Tbilisi State University, Professor, East European University, Dr. of Biological Sciences</p> <p><b>Speakers:</b></p>
12.30 – 13.00	<p><b>Simon Schoop</b> (Hochschule Fresenius University of Applied Sciences, Germany):  <i>Digitalization of Corporate Learning.</i></p>
13.00 – 13.30	<p><b>Dr. Shalva Machavariani &amp; Dr. Temur Maisuradze</b> (East European University, Georgia):  <i>Vision for Increasing University Scientific Potential under the Modern Conditions.</i></p>
13.30 – 14.00	<p><b>Dr. Vasil Kikutadze &amp; Dr. Tamta Lekishvili</b> (East European University, Georgia):  <i>Decision-Making Process Transformation in Post-Covid 19 World in Higher Educational Institutions.</i></p>
14.00 – 14.30	<b>Break</b>
14.30 – 15.00	<p><b>Tatia Gherkenashvili</b> (East European University, Georgia):  <i>Pathway for Elaborating Model of Culture of Innovation and Creativity at Universities as Prerequisite for their Performance.</i></p>
15.00 – 15.30	<p><b>Dr. Tea Munjishvili, Zviad Sigua</b> (Ivane Javakhishvili Tbilisi State University) &amp; <b>Teona Shugliashvili</b> (Munich Graduate School of Economics Ludwig-Maximilians-Universität München):  <i>Digital Transformation in Education _Self-Study System “Cyber3s”.</i></p>
15.30 – 16.00	<p><b>Jinane Benajiba</b> (Hochschule Fresenius University of Applied Sciences, Germany):  <i>Digitalization in Medicine – a Critical Analyses of Chances and Challenges.</i></p>
16.00 – 16.30	<b>Break</b>
16.30 – 17.00	<p><b>Conference wrap up / Closing remarks:</b> Dr. Shalva Machavariani, Dr. Richard Geibel, Dr. Zviad Gabisonia, Dr. Nino Gachechiladze, Dr. Vasil Kikutadze, Dr. Kakhaber Lazarashvili</p>