

International Scientific-Practical Conference (ISPC 2022)

**Digital Management
Chances and Challenges of Technology**

Format: Zoom Conference

<https://us06web.zoom.us/j/88229465157?pwd=VEh4UmtSdTBYS3pKUTdGWVZtemxSZz09>

Meeting ID: 882 2946 5157, Passcode: 022618

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

Agenda

Georgian Time	Friday, 4. November, 2022
11.30- 11.55	<p>Opening of the conference</p> <p>Dr. Shalva Machavariani <i>Co-Organizer of the Conference, Vice-rector in Science Affairs, East European University</i></p> <p>Dr. Richard Geibel <i>Co-Organizer of the Conference, Director of E-Commerce Institute Cologne, Germany</i></p> <p>Welcome speeches:</p> <p>Dr. Kakhaber Lazarashvili <i>Rector, East European University</i></p> <p>Dr. David Cherkezishvili <i>Head of the Academic Council, East European University</i></p> <p>Dr. Nunu Mitskevich <i>Deputy Minister of Education and Science of Georgia</i></p>
11.55 – 12.00	<p>Introducing the conference agenda to conference participants and attendees:</p> <p>Tatia Gherkenashvili <i>Coordinator of the conference</i></p>

Session I: Digitalization in Business

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Moderator: **Dr. Richard Geibel**, *Director of E-Commerce Institute, Germany*

Time Slot	Speakers
12.00 – 12.30	Ulrich Arnold, Richard Geibel: <i>The potential of a large IT service company for digitization in the German healthcare market</i>
12.30 – 13.00	Christin Barreira, Richard Geibel: <i>The development and deployment of a digital customer loyalty program in two shopping centers</i>
13.00 – 13.30	Richard Geibel, Madeleine Schulze: <i>Payment Infrastructure and Embedded Finance in German-speaking Countries</i>
13.30 – 14.00	Markus vom Scheidt, Vanessa Hering, Stefan Gablowski, R. Geibel: <i>The transformation process of an IT service provider in the health insurance sector</i>
14.00 – 14.30	Break
14.30 – 15.00	Mariam Tvaradze: <i>Digital transformation of small and medium-sized businesses</i>
15.00 – 15.30	Miranda Gogilashvili: <i>Telemedicine during pandemic in Georgia</i>
15.30 – 16.00	Shalva Machavariani: <i>Digitization to Increase the Efficiency of SMEs in Georgia</i>
16.00 – 16.30	Temur Maisuradze: <i>Problems of ecommerce in the field of garments and an increase in the volume of returns of goods on this basis</i>
16.30 – 17.00	Conference wrap up / Closing remarks Zoom link: Meeting ID: 882 2946 5157, Passcode: 022618 https://us06web.zoom.us/j/88229465157?pwd=VEh4UmtSdTBYS3pKUTdGWVZtemxSZz09 Dr. Shalva Machavariani, Dr. Richard Geibel and conference moderators

Session II: Digitalization in Society

Zoom link: Meeting ID: 916 3047 7025, Passcode: 392519
<https://zoom.us/j/91630477025?pwd=NGtaV3BLMkUvQ0J5YUw2YS84UnJ0dz09>

Moderator: **Dr. Zviad Gabisonia**, *Head of Research Center at BTU*

Time Slot	Speakers
12.00 – 12.30	Linus Roggenkamp: <i>Potentials of blockchain technology for developing countries</i>
12.30 – 13.00	Antonia Terriuolo: <i>The Way Smart Cities, Startups and the Impact Hub Ruhr Contribute to Gender Equality</i>
13.00 – 13.30	Florian Studener, Richard Geibel: <i>The importance of intelligent OCR software in a digital loyalty program</i>
13.30 – 14.00	Thaarun Palaniappan, Richard Geibel: <i>Blockchain Technology: Its Application in the Financial Sector and Cryptonomics</i>
14.00 – 14.30	Break
14.30 – 15.00	David Sikharulidze, Gvantsa Tsikhiseli: <i>The Impact of Digital Marketing on Consumer Buying Decisions in the Georgian Market</i>
15.00 – 15.30	Marika Tatishvili: <i>The Big Data for Drought Monitoring in Georgia</i>
15.30 – 16.00	Mikheil Tokmazishvili: <i>Problems of Transformation of Digital Economy in Georgia</i>
16.00 – 16.30	Nana Aslamazishvili: <i>Rethinking Traditional GSBPM in the Light of Modern Digitization</i>
16.30 – 17.00	Conference wrap up / Closing remarks Zoom link: Meeting ID: 882 2946 5157, Passcode: 022618 https://us06web.zoom.us/j/88229465157?pwd=VEh4UmtSdTBYS3pKUTdGWVZtemxSZz09 Dr. Shalva Machavariani, Dr. Richard Geibel and conference moderators

Session III: Digitalization in Education

Zoom Link: Meeting ID: 949 1567 3625, Passcode: 724173
<https://zoom.us/j/94915673625?pwd=N1BjVWdIW9FTW04b3VLQUpPUVBVUT09>

Moderator: **Teona Shugliashvili**, *PHD Candidate, E-Commerce Institute, Germany*

Time Slot	Speakers
12.00 – 12.30	Antonia Terriuolo: <i>An Analysis of the Relationship Between Sustainability Focus and Grit in German Entrepreneurs</i>
12.30 – 13.00	Chris Neu: <i>Exploring Opportunities for the Enhancement of International Academic Collaboration</i>
13.00 – 13.30	Simon Schoop, Richard Geibel: <i>The influence of digitalization in the field of continuing education at the chambers of commerce and industry</i>
13.30 – 14.00	Ana Medzmariashvili: <i>E-commerce in Covid 19, analyses of legislative gap in Georgia</i>
14.00 – 14.30	Break
14.30 – 15.00	Hendrik Müller: <i>Creative solutions in a saturated market. How individual players develop successful digital solutions in the textile industry</i>
15.00 – 15.30	Tatia Gherkenashvili: <i>Digital transformation of organizational culture of Higher Educational Institutions and types of OC that academicians and administrative personnel associate with their institutions</i>
15.30 – 16.00	Giorgi Abashidze: <i>Digital education - challenges of digital transformation of the educational sector in Georgia</i>
16.00 – 16.30	Vasil Kikutadze, Tamta Lekishvili, David Sikharulidze: <i>Peculiarities of Digital Transformation of Higher Educational Institutions in Georgia</i>
16.30 – 17.00	Conference wrap up / Closing remarks Zoom link: Meeting ID: 882 2946 5157, Passcode: 022618 https://us06web.zoom.us/j/88229465157?pwd=VEh4UmtSdTBYS3pKUTdGWVZtemxSZz09 Dr. Shalva Machavariani, Dr. Richard Geibel and conference moderators