



Call for Abstracts

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 Friedrich-Ebert-Foundation **FES** and the German Entrepreneurship Organization **FGF**.

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**
Institute Director ECI Cologne
International University (Germany)

Topics and format

The scope of the conference will include **Digitalization** in all fields like **Business, Education, eHealth**, etc. It is aiming to provide a forum for presenting and discussing relevant aspects of digitalization. This conference will be held in a **hybrid** format, i.e. participants can present both at the conference venue in Cologne, Germany, and online via Zoom video conferencing.

Registration

Prospective participants are kindly requested to send the **application form** until **1. June 2024**.
Abstract on one page with 300 words to info@ecommerceinstitut.de

Fee

The registration for ISPC 2024 is **free of charge** for online attendees. Participants of the conference in Cologne pay a catering fee for drinks, lunch and snacks for Thursday and Friday, 10. and 11. October 2024.

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. June 2024**
Deadline for submitting of presentation and full paper ----- **1. September 2024**
ISPC 2024 Conference----- **10./11. October 2024**

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*. Accepted papers of ISPC 2024 will have a good chance to be published in the proceedings by Springer. See <https://link.springer.com/book/10.1007/978-3-031-20148-6>, <https://link.springer.com/book/10.1007/978-3-031-45601-5>

Framework and Conditions

Presentation 20 min, **Discussion** 5 min, **Article** 10 pages (approx. 5,000 words, approx. 30,000 characters without spaces). The Conference language is **English** and all papers shall be submitted in **English**.

Conference Venue

This year's conference ISPC 2024 will be held as a **hybrid** conference. Participants have the option to dial into the conference **online via Zoom** or they can attend physically at the conference venue at

IU International University

Campus Gerling Quartier
Hildeboldplatz 20
50672 Cologne, Gemany
<https://www.iu.de/en/campus/cologne/>

Conference Program

- **Thursday, 10. October 2024**
 - > Arrival of the attendees and start of the conferences ISPC 2024 at 3 pm (15:00 h)
 - > Welcome of the participants by the organizers and start of the conference
 - > Key Note Speeches
 - > Informal “Get together” at Paffgen brewery with drinks and talks
- **Friday, 11. October 2024 (9 am to 6 pm)**
 - > Main part of ISPC 2024 and presentation of all conference papers
 - > Three moderated parallel sessions for approx. 30 presentations
 - > Formal dinner with all participants and organizers of ISPC 2024
 - > Announcement of ISPC 2025 with topic, date, partners, venue, format, publication
- **Saturday, 12. October 2024**
 - > Hotel checkout
 - > Return journey of the participants

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 the thesis.

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.

Advisory Committee to support the 4th ISPC

- Dr. Ulrich Arnold, Managing Director, gkv informatik, Wuppertal
- 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
- 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

- Nadine Schreyer, Project Manager, IU International University, nadine.schreyer@iu.org
- Alina Holle, Project Manager, E-Commerce Institute, holle@ecommerceinstitut.de
- Teona Shugliashvili, Ph.D. Candidate, Ludwig Maximilian University, t.shugliashvili@campus.lmu.de
- Tatia Gherkenashvili, Scientific Research and Development, EEU, t.gherkenashvili@eeu.edu.ge