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	Ten parallel scientific tracks with 97 presentations
Participation	Free of charge
Programme status	Draft based on Friday_Track_Matrix V38, finalized 19 August 2026

Organized by

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

Thursday, 10 September 2026

E-Commerce Best Practice Day | Campussaal, FHNW, Windisch-Brugg | 08:30-20:00

Programm

10. September 2026, 8:30 bis 20:00 Uhr
Campussaal, FHNW, Windisch-Brugg

Track / Zeit	E-Commerce **Campussaal** Moderation: Prof. Dr. Darius Zumstein	Scientific Track (ISPC 2026) **Raum 6.1D09**, Moderation: Adele Dörner	AI & Agentic Commerce **Raum 6.1D13**, Moderation: Aldo Gnocchi	Marketplaces & Platforms **Raum 6.0D13**, Moderation: Anouk Hodel
ab 08.30 Uhr	Einlass & Kaffee			
09.15 – 09.50	**Prof. Darius Zumstein & Adele Dörner**			
10.00 – 10.30	**Ubaldo Piccone** (QoQa)	**Prof. Richard Geibel** (International University, IU)	**Sara Schwartz** (Betty Bossi) & **Vanessa Wurster** (seocation)	**Fabienne Schmidlin**, **Raphael Kisling**, (Worldline)
10.30 – 10.40	Pause			
10.40 – 11.10	**Fabian Büchler** (Brack)	**Prof. Knut Hinkelmann** (FHNW)	**Gabi Troxler** (Okitah) & Kunde	**Boris Krstic** (Actindo) **R. Beuter** (Powerfood)
11.20 – 11.50	**Sebastian Paul** (Victorinox)	**Prof. Marc Peter** (HES-SO)	**Michael Ammann** (Boxalino) & Kunde	**Michael Braun-Neidinger** (iPet.ch)
11.50 – 13.30	Mittagessen			
13.30 – 14.0	**Angeline Suppiger & Laurin Krausz** (SECEND) **Nico Bellabarba**	**Prof. Mario Fischer** (THWS Würzburg)	**Vito Critti** (CONVOTIS)	**Michel Janz** (CRIF) **& Patrik Zimmerli** (Meier Tobler)
14.10 – 14.40	**Sandy Tschopp & Ro-man Zoun** (Swisscom)	**Prof. Falk Uebernickel** (ZHAW)	**Kai Jesse** (BSI)	**Kristel Heim** (DIVISA)
14.40 – 15.10	Pause			
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	**Nicolas Hänny** (NIKIN)	**Prof. Cristina Völkl-Wolf** (THWS Würzburg)	**Julia Herz** (dreamleap)	**Thomas Frierss** (XeroGrafiX)
17.10 – 17.40	**Yorck v. Mirbach** (Amazon)	**Anna Sommer** (IU)	**Christopher Geisler** (Ochsner Sport)	**Philipp Noah Kremser** (Shopware)
17.45 – 18.00	**Verabschiedung** (Veranstalter)			
18.00 – 20.00	Apéro Riche & **Networking**			

ISPC 2026 Scientific Keynotes

10:00-10:30	**Richard Geibel** *Digitalization in Higher Education - Opportunities and Benefits. Syntea as an AI-supported best-practice example from IU International University*
17:10-17:40	**Anna Sommer & Richard Geibel** *From Customer Journey to Customer Moment: The Impact of TikTok Shop on Social Commerce in Germany One Year After Launch*

Friday, 11 September 2026

Final scientific programme | 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	Ten rooms named Track 1 through Track 10; select the room matching your programme 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 Richard 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	Darius Zumstein / Christian Pangaribuan	Hybrid
4	E-Commerce, Platforms & Digital Business	6.1D53	Ulrich Arnold / Alina Holle	Hybrid
5	AI in Higher Education & Academic Quality	6.2A03	Ia Natsvlishvili / Nurdan Kavakli Ulutas	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 & Recommendation 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 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**	**090 Merium Hazem Anwar Labib Bishara; Dr. Anriette Michel Fouad Bishara** International Black Sea University, Georgia *A Framework for Dynamic AI Risk Management Using Unranked Probabilistic Logic*	**Onsite**
09:20-09:45	**2**	**093 Michele Dilenge** IU International University of Applied Sciences, Germany *Algorithmic Management Beyond the Gig Economy: Germany's Transposition of Directive (EU) 2024/2831 and Its Implications for Enterprise AI Governance*	**Online**
09:55-10:20	**3**	**061 Natia Kakhniashvili** Tbilisi State University, Georgia *The Impact of Artificial Intelligence and Digital Platforms on the Development of the Financial Sector*	**Online**
10:30-10:55	**4**	**049 Givi Bedianashvili** Tbilisi State University, Georgia *Digital Transformation and Sustainable National Competitiveness under Confrontational Globalization*	**Online**
11:05-11:30	**5**	**039 Zidane Lamdaghri; Nihal Lamdaghri; Yvonne Römer; Harald von Korflesch** Ibn Tofail University / University of Koblenz, Morocco/Germany *How Digital and AI Management Influences Organizational Commitment: An Empirical Study on Moroccan SMEs*	**Online**
11:30-12:15 | Lunch break			
12:15-12:40	**6**	**066 Eter Kharaishvili** Tbilisi State University, Georgia *Artificial Intelligence for Managerial Decision Optimization: Forecasting Wheat Production in Georgia*	**Online**
12:50-13:15	**7**	**065 Shorena Davitaia; Mikheil Machitidze** Tbilisi State University, Georgia *AI-Enabled Digital Management of Energy Companies: A Practical Decision-Support Framework for Georgia*	**Online**
13:25-13:50	**8**	**022 Wawan Dhewanto; Prawira Belgiawan; Noorhan Pambudi; Eko Prasetyo; Nyayu Tirdasari; Arianne Muthia Zahra; Karina Tifani** Institut Teknologi Bandung (ITB), Indonesia *Artificial Intelligence Deployment in Startups and Its Transformative Effects*	**Online**
14:00-14:25	**9**	**016 Alexandre Davitaia** Tbilisi State University, Georgia *Beyond Automation: Implementing Human-Like Cognitive Paradigms in AI Management*	**Online**
14:35-15:00	**10**	**045 Tinatin Zhorzholiani** David Aghmashenebeli National Defence Academy of Georgia *Leveraging Artificial Intelligence for Foreign Direct Investment Promotion: Opportunities, Challenges, and Policy Implications for Georgia*	**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**	**084 Christian Schachtner; Nastja Anastasia Helms** RheinMain University of Applied Sciences / Gesellschaft für Weiterbildung, Innovation & UX-Public Services, Germany/Switzerland *AI-driven transfer of process models into BPMN Models in the Digitization of the Public Sector*	**Onsite**
09:20-09:45	**2**	**052 Hugo César Enríquez-García; Juan José Varela-Hernández; Angélica Basulto-Castillo** University of Guadalajara, CUCEA, Department of Marketing and International Business, Mexico *Enhancing Food Safety through Technological Innovation: Applications of Blockchain Traceability in Supply Chain Management*	**Onsite**
09:55-10:20	**3**	**020 Tatia Dundua; Mariam Dedabrishvili; Tamta Lekishvili; Yuskel Ekinci; Ketevan Dundua** Tbilisi State University / Batumi Shota Rustaveli State University, Georgia *Artificial Intelligence for Air Quality Management in Tbilisi: A Smart-City Framework*	**Onsite**
10:30-10:55	**4**	**054 Mariam Dedabrishvili** Tbilisi State University, Georgia *Traffic Optimization and Spatial Site-Selection Modelling in Smart Cities*	**Onsite**
11:05-11:30	**5**	**026 Giorgi Katamadze** Batumi Shota Rustaveli State University, Georgia *Managing AI-Driven Digital Transformation: SME Adaptation and Creative Destruction in Georgia*	**Onsite**
11:30-12:15 | Lunch break			
12:15-12:40	**6**	**050 Tamta Lekishvili; Mariam Dedabrishvili; Yuskel Ekinci; Ketevan Dundua; Tatia Dundua** Tbilisi State University / Batumi Shota Rustaveli State University, Georgia *Strategic Waste Management Frameworks using AI in Smart City Context: A Case Study of Tbilisi*	**Onsite**
12:50-13:15	**7**	**057 Gissel Velarde; Francesco Maccarini; Mael Oudin; Florian Schneider** IU International University of Applied Sciences / Paderborn University / McGill University / CIRMMT, Germany/Canada *Experiments on Automatic Orchestration with Transformations*	**Online**
13:25-13:50	**8**	**064 Eveny Ciurleo; Pietro Iaquinta; Alba Maria Gallo; Ubaldo Comite** University of Calabria, Italy *Artificial Intelligence and Financial Distress Prediction in Local Governments: A Data-Driven Approach*	**Online**
14:00-14:25	**9**	**040 Ketevan Dundua** Sokhumi State University, Georgia *Scenario-Based Intelligent Transport Systems for Tbilisi*	**Onsite**
14:35-15:00	**10**	**086 Charles Richard Baker** Adelphi University, USA *Leveraging Hybrid Retrieval Models in Financial Intelligence for Enhanced Investment Decision-Making in the Age of Digitalization*	**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**	**Darius Zumstein / 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**	**035 Nugzar Todua; Nia Todua; Mikheil Gurgenidze** Tbilisi State University, Georgia *The Impact of Social Media Influencers on the Behavior of Educational Service Consumers (Georgian Case)*	**Onsite**
09:20-09:45	**2**	**031 Anastasya Umayah; Tri Wismiarsi; Christian H. Pangaribuan; Budi Kurniawan; Pananda Pasaribu** Sampoerna University, Indonesia *The Influence of Visual Merchandising on Purchase Intention of Fashion Brand Colorbox Among Female Customers in Jakarta*	**Online**
09:55-10:20	**3**	**030 Sabiena Amarissa Vianca; Christian H. Pangaribuan; Budi Kurniawan; Tri Wismiarsi; Pananda Pasaribu** Sampoerna University, Indonesia *Idol Influence or FOMO? Determinants of Purchase Intention for Xdinary Monsters Merchandise Among Indonesian Consumers*	**Online**
10:30-10:55	**4**	**014 Devi Shonia; Davit Ugrelidze; Luka Nadirashvili** Sokhumi State University, Georgia *Marketing Capabilities and Smart City Effectiveness: A Data-Driven Urban Consumer Activation Framework*	**Online**
11:05-11:30	**5**	**073 Natasya Angel Holy Winata** Sampoerna University, Indonesia *Brand Loyalty and Consumer Behavior on Shopee Platform*	**Online**
11:30-12:15 | Lunch break			
12:15-12:40	**6**	**006 Christian H. Pangaribuan; Joanna Christie Liem; Tri Wismiarsi; Budi Kurniawan; Pananda Pasaribu** Sampoerna University, Indonesia *Understanding Indonesians' Motivations to Utilize Online Streaming Services*	**Online**
12:50-13:15	**7**	**029 Adelia Shifa Samita; Christian H. Pangaribuan; Tri Wismiarsi; Budi Kurniawan; Pananda Pasaribu** Sampoerna University, Indonesia *Co-Branding Factors Influencing Purchase Intention: FamilyMart × Demon Slayer Among Anime Fans in Jabodetabek*	**Online**
13:25-13:50	**8**	**027 Cherilyn Sandyova Kristanto** Sampoerna University, Indonesia *The Role of Influencer Credibility and Homophily Effect on Gen Z Purchase Intention*	**Online**
14:00-14:25	**9**	**047 Meng Zhang** Faculty of Management Technologies and Humanization, Belarusian National Technical University, Belarus/China *A Study on the Organizational and Economic Mechanism of China's Esports Industry — Based on the Perspective of New Institutional Economics*	**Online**
14:35-15:00	**10**	**005 Celine Alter / Lisa Lüthy** FHNW, Switzerland *Conditions and Values of Hologram Shopping Assistants in Retail: An Integrated Study at LOEB*	**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**	**Ulrich Arnold / Alina Holle**
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**	**036 Darius Zumstein; Doerner** FHNW, Switzerland *AI-Driven Automation in E-Commerce: Empirical Insights into Digital Business and Marketing Processes*	**Onsite**
09:20-09:45	**2**	**063 Muhammad Lukman Baihaqi Alfakihuddin; Chandra Hendriyani; Tika Endah Lestari** Sampoerna University, Indonesia *Human–AI Collaboration in E-Commerce Customer Service: Effects on Customer Trust and Satisfaction*	**Online**
09:55-10:20	**3**	**075 Rokhsareh Mobarhan; Roya Anvari; Saba Khergiani** Danesh Alborz University, Iran/Georgia *The Impact of Digital Transformation Strategy and Knowledge Management Practices on Marketing Performance: The Mediating Role of Innovation in SMEs*	**Online**
10:30-10:55	**4**	**018 Viet Dang Anh Hoang; Dr. Thu Thi Trinh** Danang University of Economics, Vietnam *From Traditional Hotels to Peer-to-Peer Accommodation Platforms: A Push–Pull–Mooring Analysis in the Digital Tourism Era*	**Online**
11:05-11:30	**5**	**087 Amanda Rochellea B.; Dr. Christian H. Pangaribuan** Sampoerna University, Indonesia *Impact of Enjoyment and Experience on Digital Banking Retention Across Generations in Jabodetabek*	**Online**
11:30-12:15 | Lunch break			
12:15-12:40	**6**	**099 Ia Nadirashvili; Maria KIdiashvili** Caucasus International University; International Black Sea University, Georgia *Retail Market Evolution in Georgia: Digital Transformation as an Emerging Trend in the FMCG Sector*	**Online**
12:50-13:15	**7**	**072 Nouredin Barati; Saba Khergiani; Roya Anvari; Razieh Anvari** Isfahan University, Iran *The Role of Artificial Intelligence in Digital Platforms and Organizational Performance*	**Online**
13:25-13:50	**8**	**023 Tri Wismiarsi; Angelina Priscilla Tan; Joanna Christie Liem** Sampoerna University, Indonesia *Exploring P2P Lending Adoption in Indonesia through the Technology Acceptance Model and Trust*	**Online**
14:00-14:25	**9**	**058 Kanaya Audy Phwa; Christian H. Pangaribuan; Cherrie Aurelia; Pananda Pasaribu; Tri Wismiarsi** Sampoerna University, Indonesia *From 'Beauty Cam' to Beauty Purchases: Impact of Shopee's Augmented Reality Features*	**Online**
14:35-15:00	**10**	**108 Irakli Gazdeliani; Gulnaz Erkomaishvili** Tbilisi State University, Georgia *Economic-Mathematical Modelling of Policies Supporting Digital Entrepreneurship Development Under Global Crisis Conditions*	**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 Kavakli Ulutas**
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**	**025 Maia Bolkvadze; Imeri Basiladze; Giorgi Katamadze** Batumi Shota Rustaveli State University, Georgia *Artificial Intelligence Integration in Early Childhood Education in Georgia: Opportunities and Challenges*	**Onsite**
09:20-09:45	**2**	**034 Nugzar Todua; Nia Todua; Grigol Kartsivadze** Tbilisi State University, Georgia *The Integration of Artificial Intelligence Tools in Higher Education: Research Based on the Unified Theory of Acceptance and Use of Technology*	**Onsite**
09:55-10:20	**3**	**055 Sophio Ugrekhelidze** Business and Technology University, Georgia *Compressed Digitalization and Its Limits: Big Data Governance in Georgian Higher Education*	**Online**
10:30-10:55	**4**	**012 Rusudan Seturidze; Kristine Chikhladze** Tbilisi State University, Georgia *Artificial Intelligence in Higher Education: Perspectives on University Management and Quality Assurance*	**Online**
11:05-11:30	**5**	**062 Ia Natsvlishvili** Tbilisi State University, Georgia *Adaptation of Youth and Higher Education System to the Artificial Intelligence Economy (Global Trends and Georgian Challenges)*	**Online**
11:30-12:15 | Lunch break			
12:15-12:40	**6**	**101 Ebru Kızıltaş; Gülşah Külekçi; Nurdan Kavaklı Ulutaş** Izmir Demokrasi University; Dokuz Eylül University, Türkiye *Examining Generative Artificial Intelligence Literacy Among K12 Turkish EFL Teachers*	**Online**
12:50-13:15	**7**	**048 Mariam Elizbarashvili; Natalia Kharadze** Tbilisi State University, Georgia *Artificial Intelligence in Academic Personnel Assessment: The Case of Ivane Javakhishvili Tbilisi State University*	**Online**
13:25-13:50	**8**	**098 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 *AI-Driven Educational Management for Migrant Inclusion: A Systematic Review of Language, Contemplative, and Inclusive Practices in Post-Compulsory Education*	**Online**
14:00-14:25	**9**	**046 Zviad Sigua** Tbilisi State University, Georgia *Digital Transformation of Higher Education Infrastructure through Hybrid Learning Systems*	**Online**
14:35-15:00	**10**	**011 Lela Mirtskhulava** Sokhumi State University, Georgia *The Impact of Generative Artificial Intelligence on Academic Writing and Critical Thinking in Georgian Higher Education*	**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**	**038 Tea Munjishvili; Maka Giorgobiani; Zviad Sigua; Giorgi Meskhi; Maka Khavtasi** Tbilisi State University, Georgia *Strategic Digital Marketing and Digital Education in the Transformation of Higher Education Systems*	**Onsite**
09:20-09:45	**2**	**002 Nihal Lamdaghri; Zidane Lamdaghri; Harald von Korflesch** Mohammed V University / University of Koblenz, Morocco/Germany *From Airports to Wi-Fi: Rethinking Student Mobility through Internationalization at Home*	**Online**
09:55-10:20	**3**	**033 Boutaina Aribia; Hafsa Boukhrisse; Ilham Oumaira; Ahlam Qafas; Zidane Lamdaghri** Ibn Tofail University, Morocco *The Impact of Integrating Digital Programs on Students' Digital Competencies in Moroccan Universities*	**Online**
10:30-10:55	**4**	**010 Tatia Gherkenashvili** East European University, Georgia *How Organizational Culture Shapes Innovation in Universities: The Mediating Role of Person–Organization Fit*	**Online**
11:05-11:30	**5**	**068 Nino Paresashvili; Teona Edzgveradze** Tbilisi State University, Georgia *Psychosocial Determinants of Academic Motivation and Their Impact on Learning Outcomes among University Students: Evidence from Georgia*	**Online**
11:30-12:15 | Lunch break			
12:15-12:40	**6**	**024 Jessica Alexandria Wahyudi; Sentot Basuki Prayitno; Muhril Ardiansyah; M. Lukman B. Alfakihuddin** Sampoerna University, Indonesia *The Role of Entrepreneurship Education in Shaping Entrepreneurial Success: An Indonesian Perspective*	**Online**
12:50-13:15	**7**	**041 Nino Paresashvili; Irma Dikhaminjia; Teona Edzgveradze** Tbilisi State University, Georgia *Organizational Climate and Staff Motivation as Determinants of Teaching Quality and Educational Effectiveness in Higher Education: The Georgian Case*	**Online**
13:25-13:50	**8**	**028 Tinatin Rodonaia** East European University, Georgia *Bridging the Gap Between Digital Skill Demand and Higher Education: Evidence from the Georgian Labor Market*	**Online**
14:00-14:25	**9**	**067 Eter Kharaishvili; Tsiklashvili; Lobzhanidze; Aduashvili** Tbilisi State University, Georgia *Digital Management of Higher Education in Georgia: Adapting to Global Trends in the National Context*	**Online**
14:35-15:00	**10**	**017 Mariam Burmistrova** East European University, Georgia *AI-Supported Communication Culture in Organizations*	**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**	**008 Muslum Ibrahimov** IU International University of Applied Sciences, Germany *From Decision Support to Governed Autonomous Negotiation*	**Onsite**
09:20-09:45	**2**	**089 Merihan Hazem Anwar Labib Bishara; Dr. Anriette Michel Fouad Bishara** International Black Sea University, Georgia *Explainable Supply Chain Analytics via Probabilistic Inductive Logic Programming*	**Onsite**
09:55-10:20	**3**	**076 Tsotne Lekishvili** International Black Sea University / Georgian Water and Power *Predictive Analytics for Capital Investment Planning in Energy and Water Utility Companies*	**Onsite**
10:30-10:55	**4**	**032 Badri Gechbaia; Giorgi Katamadze; Tite Aroshidze; Giorgi Abashidze** Batumi Shota Rustaveli State University, Georgia *Artificial Intelligence And Digital Technology Influence Human Resources Management on Efficiency*	**Onsite**
11:05-11:30	**5**	**060 David Jalagonia; Romeo Galdava; Marine Khubua** Sokhumi State University, Georgia *Directions for Improving the Digital Transformation of Auditing*	**Online**
11:30-12:15 | Lunch break			
12:15-12:40	**6**	**091 Rachel John Robinson** IU International University of Applied Sciences, Germany *The Strategic Impact of AI: Mitigating Data Barriers to Foster Business Competitiveness*	**Online**
12:50-13:15	**7**	**053 Giorgi Gaprindashvili; Tea Munjishvili; Gulad Nakashidze** Tbilisi State University, Georgia *The Impact of Digital Procurement Platforms on Economic Policy Effectiveness*	**Online**
13:25-13:50	**8**	**019 Nino Tavberidze** Business and Technology University, Georgia *AI Adoption in Public Sector Human Resource Management (HRM)*	**Online**
14:00-14:25	**9**	**015 Saipranay Tummala; Nguyen; Xie** Adelphi University, USA *The Right Model Depends on the Data: A Cross-Domain Study of Regression Algorithms*	**Online**
14:35-15:00	**10**	**001 Mourad Mansour** Prince Mohammad Bin Fahd University, Saudi Arabia *AI-ization of Business™: The Good, the Bad, and the Ugly*	**Online**

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

Friday Track 8: Digital Innovation, Knowledge Transfer & Recommendation 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**	**059 Jan-Ole Sievers** IU International University of Applied Sciences, Germany *Digitalization in Management Accounting: Analyzing the Impact of Business Intelligence, Predictive Analytics, Artificial Intelligence, and Robotic Process Automation on Processes and Professional Roles*	**Onsite**
09:20-09:45	**2**	**Discussion / technical buffer**	-
09:55-10:20	**3**	**078 Giorgi Shaburishvili** International Black Sea University / LTD Novamix, Georgia *Human-AI Collaboration in Construction Management: Organisational and Cultural Challenges*	**Onsite**
10:30-10:55	**4**	**021 Rusudan Maisuradze; Leila Kadagishvili; Ramaz Putkaradze** Tbilisi State University, Georgia *Digital Transformation of Small and Medium Enterprises: Challenges and Opportunities*	**Online**
11:05-11:30	**5**	**102 Nino Chikhradze; Mariam Elizbarashvili; Renato Henriques; Giorgi Gaprindashvili** Ivane Javakhishvili Tbilisi State University; LEPL National Environmental Agency; University of Minho, Georgia/Portugal *Digital Monitoring of Coastal Morphodynamics Under Climate Change Using Remote Sensing, Close-Range Photogrammetry and GIS Research Methods*	**Online**
11:30-12:15 | Lunch break			
12:15-12:40	**6**	**094 Tamta Beridze; Irma Dikhaminjia** Sokhumi State University, Georgia *The Impact of Sustainability Regulatory Frameworks on the Strategies and Operational Performance of Low-Cost Carriers*	**Online**
12:50-13:15	**7**	**100 Eliso Chokhonelidze; David Jalagonia; Marine Khubua** International Black Sea University; Sukhumi State University, Georgia *The Impact of Digitalization on the Development of Sustainability Reporting in the Agricultural Sector*	**Online**
13:25-13:50	**8**	**003 Manuel Etzkorn; Masoumeh Tavakoligargari; Harald von Korflesch** University of Koblenz, Germany *Can AI-assisted Transfer Scouting Elevate Technology Transfer to a New Level?*	**Onsite**
14:00-14:25	**9**	**056 Natia Terterashvili; Shota Shaburishvili** Tbilisi State University, Georgia *Asynchronous Impact of Digital Transformation on Labor Productivity: The Case of the Georgian Real Estate Market*	**Online**
14:35-15:00	**10**	**009 Yvonne Römer; Manuel Etzkorn; Harald von Korflesch** University of Koblenz, Germany *From E-Commerce to Knowledge Transfer: A Systematic Literature Review of AI-Driven Recommendation Systems*	**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**	**077 Elene Dundua** International Black Sea University, Georgia *Women in Digital Leadership - Barriers and Enablers in Georgian Organisations*	**Onsite**
09:20-09:45	**2**	**004 Suraiya Nasreen** IU International University of Applied Sciences, Germany *Mindfulness and Decision-Making Under Workplace Uncertainty*	**Onsite**
09:55-10:20	**3**	**013 Marcel Dulgeridis; Selina Fuchs; Alexandru Tapelea** IU International University of Applied Sciences, Germany *Why Financial Education Fails: Overcoming the Knowledge–Action Gap in Financial Literacy*	**Onsite**
10:30-10:55	**4**	**070 Mirian Ebanoidze** Akaki Tsereteli State University, Georgia *Artificial Intelligence Beyond Modernity, Humanism, and Globalization*	**Onsite**
11:05-11:30	**5**	**051 Marina Shioshvili** East European University, Georgia *The Impact of Digital Transformation on Critical Thinking and Concentration Skills Across Generations (Empirical Evidence from the Georgian Labour Market)*	**Online**
11:30-12:15 | Lunch break			
12:15-12:40	**6**	**043 Elizbar Elizbarashvili; Sofiko Kvantaliani** Tbilisi State University, Georgia *Humanity at the Crossroads: Utopian and Posthuman Scenarios of Future Governance*	**Online**
12:50-13:15	**7**	**037 Tamar Gamsakhurdia; Teona Shughliashvili; Zurab Munjishvili** Georgian Research University / LMU Munich, Georgia/Germany *Digital Semantic Analysis and the Necessity of Neural Network Implementation in the Financial Sector*	**Online**
13:25-13:50	**8**	**042 Marine Natsvaladze** Tbilisi State University, Georgia *Behavioral Economics and Women's Economic Empowerment: Navigating the Digital Transformation*	**Online**
14:00-14:25	**9**	**044 David Razmadze** Tbilisi State University, Georgia *Artificial Intelligence and Digital Tools in Managing Conflicts Between Immigrants and Local Communities: A Comparative Study of Georgia and Germany*	**Online**
14:35-15:00	**10**	**097 Ovrillia Praditha; Tan Kaitlynn Eleanore Poa; Vera Selviana Adoe; Marhawati Najib; Aep Saefullah** Escuela de Negocios Europea de Barcelona, Spain/USA/Indonesia *Enhancing Motivation and Team Belonging in Digital Work Environments: Strategies for Sustainable Organizational Performance*	**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 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**	**085 Richard C. Geibel** IU International University of Applied Sciences / E-Commerce Institute, Cologne, Germany *Digital Health in Germany: Towards a Patient-Centered Digital Health Ecosystem Model (PCDHE)*	**Onsite**
09:20-09:45	**2**	**092 Tamar Charkviani** Caucasus University, Georgia *Digital Trust and Civic Participation in the Era of Artificial Intelligence: The Case of Georgia*	**Onsite**
09:55-10:20	**3**	**082 Richard C. Geibel; Annalena Sommer** IU International University of Applied Sciences, Germany *Community-Driven Digital Innovation in Long-Term Care: First Findings from the ZiBeKo Project within the CIP Innovation Ecosystem*	**Onsite**
10:30-10:55	**4**	**007 Siavash Hosseinpour Chermahini; Iuri Migriauli** University of Georgia / David Tvildiani Medical University *Digitalization in Healthcare: Opportunities, Ethical Challenges, and AI Implementation*	**Online**
11:05-11:30	**5**	**069 Siavash Hosseinpour Chermahini; Saltanat Khan** University of Georgia *Digital Health Technologies in Modern Healthcare*	**Online**
11:30-12:15 | Lunch break			
12:15-12:40	**6**	**103 Natia Tsiklauri; Marina Endeladze** Georgian Technical University; European University / Infectious Diseases, AIDS & Clinical Immunology Research Center *EU and WHO HR policies in the healthcare system: digital models, strategic aspects and perspectives*	**Online**
12:50-13:15	**7**	**071 Halimah Mohd Yusof** Universiti Teknologi Malaysia (UTM) *Organizational Behavior Implications of Artificial Intelligence Adoption in Healthcare Organizations*	**Online**
13:25-13:50	**8**	**107 Meriem Nejjar; Hanaa El Bayed Sakalli** Chouaib Doukkali University, Morocco *The Impact of Instagram and TikTok on Young Moroccan Consumers' Impulsive Purchase Intention: An S-O-R and Source Credibility Approach*	**Online**
14:00-14:25	**9**	**Discussion / technical buffer**	-
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

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Prof. Dr. MaryAnne Hyland
Prof. Dr. George Lazarashvili
Prof. Dr. Darius Zumstein

Coordination Team

Teona Shugliashvili · Tatia Gherkenashvili · Leona Trautner · Alina Holle · Anna Sommer · Adele Dörner

Awards

Certificates will be awarded for Best Presentation and Young Scientist.

Scientific and Advisory Committees

Advisory Committee

Ulrich Arnold · Jörn Block · Wolfram Pietsch · Ludwig Theuvsen · Harald von Korflesch · Peter Witt

Scientific Committee

Charles R. Baker · Lutz Becker · Shalva Machavariani · Zviad Gabisonia · Teona Shugliashvili · Christian Lucas · Tea Munjishvili · Jonas Polfuss · Patricia Girrbach

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