

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

|                               |                                                                                      |
|-------------------------------|--------------------------------------------------------------------------------------|
| <b>Thursday, 10 September</b> | E-Commerce Best Practice Day with the ISPC 2026 Scientific Track                     |
| <b>Friday, 11 September</b>   | 10 parallel scientific tracks with 98 presentations                                  |
| <b>Participation</b>          | Free of charge                                                                       |
| <b>Program status</b>         | Draft V13 based on Friday_Track_Matrix V43 and the FHNW program dated 22 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<br>Moderator: Prof. Dr. Darius Zumstein               | Room 6.1D09<br>Moderator: Adele Dörner                   | Room 6.1D13<br>Moderator: Aldo Gnocchi                       | Room 6.0D13<br>Moderator: Anouk Hodel             |
| from 08:30  | Admission & coffee                                               |                                                          |                                                              |                                                   |
| 09:15-09:50 | <b>Prof. Darius Zumstein &amp; Adele Dörner</b>                  |                                                          |                                                              |                                                   |
| 10:00-10:30 | Ubaldo Piccone<br>(QoQa)                                         | Prof. Richard C. Geibel<br>(IU International University) | Sara Schwartz (Betty Bossi) &<br>Vanessa Wurster (seocation) | Raphael Kisling<br>(Worldline)                    |
| 10:30-10:40 | Break                                                            |                                                          |                                                              |                                                   |
| 10:40-11:10 | Fabian Büchler<br>(Brack)                                        | Prof. Knut Hinkelmann<br>(FHNW)                          | Gabi Troxler<br>(Okita) & customer                           | Boris Krstic (Actindo) & R.<br>Beuter (Powerfood) |
| 11:20-11:50 | Sebastian Paul<br>(Victorinox)                                   | Prof. Marc Peter<br>(HES-SO)                             | Michael Ammann<br>(Boxalino) & customer                      | Michael Braun-Neidinger<br>(iPet.ch)              |
| 11:50-13:30 | Lunch                                                            |                                                          |                                                              |                                                   |
| 13:30-14:00 | Angeline Suppiger & Laurin<br>Krausz (SECEND)<br>Nico Bellabarba | Prof. Mario Fischer<br>(THWS Würzburg)                   | Vito Critti<br>(CONVOTIS)                                    | Michel Janz<br>(CRIF)                             |
| 14:10-14:40 | Sandy Tschopp & Roman<br>Zoun<br>(Swisscom)                      | Prof. Falk Uebernickel<br>(ZHAW)                         | Kai Jesse<br>(BSI)                                           | Kristel Heim<br>(DIVISA)                          |
| 14:40-15:10 | Break                                                            |                                                          |                                                              |                                                   |
| 15:10-15:40 | Anna Szostek<br>(Zalando)                                        | Martin Stucki (LOEB)<br>Lüthy & Alter (FHNW)             | Marion Willam (Racing<br>Unleashed) & Marcel Bieri<br>(VIU)  | Ingo Schegk<br>(Ochsner Shoes)                    |
| 15:50-16:20 | Philippe Huwyler<br>(Coop Online)                                | Dr. Ulrich Arnold<br>(GKVI)                              | Mario Laubi<br>(Import Parfümerie)                           | Martin Jungfer<br>(Galaxus)                       |
| 16:30-17:00 | Nicholas Hännly<br>(NIKIN)                                       | Prof. Cristina Völkl-Wolf<br>(THWS Würzburg)             | Julia Herz<br>(dreamleap)                                    | Thomas Frierss<br>(XeroGrafIX)                    |
| 17:10-17:40 | Yorck v. Mirbach<br>(Amazon)                                     | Anna Sommer<br>(IU International University)             | Christopher Geisler<br>(Ochsner Sport)                       | Philipp Noah Kremser<br>(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       | <a href="https://us02web.zoom.us/j/6889063632">https://us02web.zoom.us/j/6889063632</a> |
| 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 Natsvlshvili / 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  | <b>Merium Hazem Anwar Labib Bishara; Anriette Michel Fouad Bishara</b><br>International Black Sea University, Georgia<br><i>A Framework for Dynamic AI Risk Management Using Unranked Probabilistic Logic</i>                                                        | Onsite |
| 09:20-09:45               | 2  | <b>Michele Dilenge</b><br>IU International University of Applied Sciences, Germany<br><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  | <b>Natia Kakhniashvili</b><br>Tbilisi State University, Georgia<br><i>The Impact of Artificial Intelligence and Digital Platforms on the Development of the Financial Sector</i>                                                                                     | Online |
| 10:30-10:55               | 4  | <b>Givi Bedianashvili</b><br>Tbilisi State University, Georgia<br><i>Digital Transformation and Sustainable National Competitiveness under Confrontational Globalization</i>                                                                                         | Online |
| 11:05-11:30               | 5  | <b>Zidane Lamdaghri; Nihal Lamdaghri; Yvonne Römer; Harald von Korflesch</b><br>Ibn Tofail University / University of Koblenz, Morocco/Germany<br><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  | <b>Eter Kharashvili</b><br>Tbilisi State University, Georgia<br><i>Artificial Intelligence for Managerial Decision Optimization: Forecasting Wheat Production in Georgia</i>                                                                                         | Online |
| 12:50-13:15               | 7  | <b>Shorena Davitaia; Mikheil Machitidze</b><br>Tbilisi State University, Georgia<br><i>AI-Enabled Digital Management of Energy Companies: A Practical Decision-Support Framework for Georgia</i>                                                                     | Online |
| 13:25-13:50               | 8  | <b>Wawan Dhewanto; Prawira Belgiawan; Noorhan Pambudi; Eko Prasetyo; Nyayu Tirdasari; Arianne Muthia Zahra; Karina Tifani</b><br>Institut Teknologi Bandung (ITB), Indonesia<br><i>Artificial Intelligence Deployment in Startups and Its Transformative Effects</i> | Online |
| 14:00-14:25               | 9  | <b>Alexandre Davitaia</b><br>Tbilisi State University, Georgia<br><i>Beyond Automation: Implementing Human-Like Cognitive Paradigms in AI Management</i>                                                                                                             | Online |
| 14:35-15:00               | 10 | <b>Tinatin Zhorzholiani</b><br>David Aghmashenebeli National Defence Academy of Georgia<br><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  | <b>Christian Schachtner; Nastja Anastasia Helms</b><br>RheinMain University of Applied Sciences / Gesellschaft für Weiterbildung, Innovation & UX-Public Services, Germany/Switzerland<br><i>AI-driven transfer of process models into BPMN Models in the Digitization of the Public Sector</i>                               | Onsite |
| 09:20-09:45               | 2  | <b>Hugo César Enríquez-García; Juan José Varela-Hernández; Angélica Basulto-Castillo</b><br>University of Guadalajara, CUCEA, Department of Marketing and International Business, Mexico<br><i>Enhancing Food Safety through Technological Innovation: Applications of Blockchain Traceability in Supply Chain Management</i> | Online |
| 09:55-10:20               | 3  | <b>Tatia Dundua; Mariam Dedabrishvili; Tamta Lekishvili; Yuskel Ekinci; Ketevan Dundua</b><br>Tbilisi State University / Batumi Shota Rustaveli State University, Georgia<br><i>Artificial Intelligence for Air Quality Management in Tbilisi: A Smart-City Framework</i>                                                     | Onsite |
| 10:30-10:55               | 4  | <b>Mariam Dedabrishvili</b><br>Tbilisi State University, Georgia<br><i>Traffic Optimization and Spatial Site-Selection Modelling in Smart Cities</i>                                                                                                                                                                          | Onsite |
| 11:05-11:30               | 5  | <b>Giorgi Katamadze</b><br>Batumi Shota Rustaveli State University, Georgia<br><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  | <b>Tamta Lekishvili; Mariam Dedabrishvili; Yuskel Ekinci; Ketevan Dundua; Tatia Dundua</b><br>Tbilisi State University / Batumi Shota Rustaveli State University, Georgia<br><i>Strategic Waste Management Frameworks using AI in Smart City Context: A Case Study of Tbilisi</i>                                             | Onsite |
| 12:50-13:15               | 7  | <b>Gissel Velarde; Francesco Maccarini; Mael Oudin; Florian Schneider</b><br>IU International University of Applied Sciences / Paderborn University / McGill University / CIRMMT, Germany/Canada<br><i>Experiments on Automatic Orchestration with Transformations</i>                                                        | Online |
| 13:25-13:50               | 8  | <b>Eveny Ciurleo; Pietro Iaquina; Alba Maria Gallo; Ubaldo Comite</b><br>University of Calabria, Italy<br><i>Artificial Intelligence and Financial Distress Prediction in Local Governments: A Data-Driven Approach</i>                                                                                                       | Online |
| 14:00-14:25               | 9  | <b>Ketevan Dundua</b><br>Sokhumi State University, Georgia<br><i>Scenario-Based Intelligent Transport Systems for Tbilisi</i>                                                                                                                                                                                                 | Onsite |
| 14:35-15:00               | 10 | <b>Charles Richard Baker</b><br>Adelphi University, USA<br><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  | <b>Nugzar Todua; Nia Todua; Mikheil Gurgenedze</b><br>Tbilisi State University, Georgia<br><i>The Impact of Social Media Influencers on the Behavior of Educational Service Consumers (Georgian Case)</i>                                                                     | Onsite |
| 09:20-09:45               | 2  | <b>Anastasya Umayah; Tri Wismiarsi; Christian H. Pangaribuan; Budi Kurniawan; Pananda Pasaribu</b><br>Sampoerna University, Indonesia<br><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  | <b>Sabiena Amarissa Vianca; Christian H. Pangaribuan; Budi Kurniawan; Tri Wismiarsi; Pananda Pasaribu</b><br>Sampoerna University, Indonesia<br><i>Idol Influence or FOMO? Determinants of Purchase Intention for Xdinary Monsters Merchandise Among Indonesian Consumers</i> | Online |
| 10:30-10:55               | 4  | <b>Devi Shonia; Davit Ugrelidze; Luka Nadirashvili</b><br>Sokhumi State University, Georgia<br><i>Marketing Capabilities and Smart City Effectiveness: A Data-Driven Urban Consumer Activation Framework</i>                                                                  | Online |
| 11:05-11:30               | 5  | <b>Natasya Angel Holy Winata</b><br>Sampoerna University, Indonesia<br><i>Brand Loyalty and Consumer Behavior on Shopee Platform</i>                                                                                                                                          | Online |
| 11:30-12:15   Lunch break |    |                                                                                                                                                                                                                                                                               |        |
| 12:15-12:40               | 6  | <b>Joanna Christie Liem; Christian H. Pangaribuan; Tri Wismiarsi; Budi Kurniawan; Pananda Pasaribu</b><br>Sampoerna University, Indonesia<br><i>Understanding Indonesians' Motivations to Utilize Online Streaming Services</i>                                               | Online |
| 12:50-13:15               | 7  | <b>Adelia Shifa Samita; Christian H. Pangaribuan; Tri Wismiarsi; Budi Kurniawan; Pananda Pasaribu</b><br>Sampoerna University, Indonesia<br><i>Co-Branding Factors Influencing Purchase Intention: FamilyMart x Demon Slayer Among Anime Fans in Jabodetabek</i>              | Online |
| 13:25-13:50               | 8  | <b>Cherilyn Sandyova Kristanto</b><br>Sampoerna University, Indonesia<br><i>The Role of Influencer Credibility and Homophily Effect on Gen Z Purchase Intention</i>                                                                                                           | Online |
| 14:00-14:25               | 9  | <b>No presentation scheduled</b>                                                                                                                                                                                                                                              | -      |
| 14:35-15:00               | 10 | <b>Celine Alter / Lisa Lüthy</b><br>FHNW, Switzerland<br><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    |

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| Time                      | #  | Authors, affiliation and contribution                                                                                                                                                                                                                                                                                             | Mode   |
|---------------------------|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|
| 08:45-09:10               | 1  | <b>Darius Zumstein; Adele Doerner</b><br>FHNW, Switzerland<br><i>AI-Driven Automation in E-Commerce: Empirical Insights into Digital Business and Marketing Processes</i>                                                                                                                                                         | Onsite |
| 09:20-09:45               | 2  | <b>Muhammad Lukman Baihaqi Alfakihuddin; Chandra Hendriyani; Tika Endah Lestari</b><br>Sampoerna University, Indonesia<br><i>Human-AI Collaboration in E-Commerce Customer Service: Effects on Customer Trust and Satisfaction</i>                                                                                                | Online |
| 09:55-10:20               | 3  | <b>Rokhsareh Mobarhan; Roya Anvari; Ali Kadhim Saddam</b><br>Danesh Alborz University / University of Georgia / Basra University for Oil and Gas, Iran/Georgia/Iraq<br><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  | <b>Viet Dang Anh Hoang; Thu Thi Trinh</b><br>Danang University of Economics, Vietnam<br><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  | <b>Amanda Rochellea B.; Christian H. Pangaribuan</b><br>Sampoerna University, Indonesia<br><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  | <b>Ia Nadirashvili; Maria Kldiashvili</b><br>Caucasus International University; International Black Sea University, Georgia<br><i>Retail Market Evolution in Georgia: Digital Transformation as an Emerging Trend in the FMCG Sector</i>                                                                                          | Online |
| 12:50-13:15               | 7  | <b>Nouredin Barati; Saba Khergiani; Roya Anvari; Razieh Anvari</b><br>Isfahan University, Iran<br><i>The Role of Artificial Intelligence in Digital Platforms and Organizational Performance</i>                                                                                                                                  | Online |
| 13:25-13:50               | 8  | <b>Tri Wismiarsi; Angelina Priscilla Tan; Joanna Christie Liem</b><br>Sampoerna University, Indonesia<br><i>Exploring P2P Lending Adoption in Indonesia through the Technology Acceptance Model and Trust</i>                                                                                                                     | Online |
| 14:00-14:25               | 9  | <b>Kanaya Audy Phwa; Christian H. Pangaribuan; Cherrie Aurelia (presenting author); Pananda Pasaribu; Tri Wismiarsi</b><br>Sampoerna University, Indonesia<br><i>From 'Beauty Cam' to Beauty Purchases: Impact of Shopee's Augmented Reality Features</i>                                                                         | Online |
| 14:35-15:00               | 10 | <b>Irakli Gazdeliani; Gulnaz Erkomaishvili</b><br>Tbilisi State University, Georgia<br><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             |

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| Time                      | #  | Authors, affiliation and contribution                                                                                                                                                                                                                                                                                                                                                                                                     | Mode   |
|---------------------------|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|
| 08:45-09:10               | 1  | <b>Maia Bolkvadze; Imeri Basiladze; Giorgi Katamadze</b><br>Batumi Shota Rustaveli State University, Georgia<br><i>Artificial Intelligence Integration in Early Childhood Education in Georgia: Opportunities and Challenges</i>                                                                                                                                                                                                          | Onsite |
| 09:20-09:45               | 2  | <b>Nugzar Todua; Nia Todua; Grigol Kartsivadze</b><br>Tbilisi State University, Georgia<br><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  | <b>Sophio Ugrekhelidze</b><br>Business and Technology University, Georgia<br><i>Compressed Digitalization and Its Limits: Big Data Governance in Georgian Higher Education</i>                                                                                                                                                                                                                                                            | Online |
| 10:30-10:55               | 4  | <b>Rusudan Seturidze; Kristine Chikhladze</b><br>Tbilisi State University, Georgia<br><i>Artificial Intelligence in Higher Education: Perspectives on University Management and Quality Assurance</i>                                                                                                                                                                                                                                     | Online |
| 11:05-11:30               | 5  | <b>Ia Natsvlishvili</b><br>Tbilisi State University, Georgia<br><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  | <b>Ebru Kızıldaş; Gülşah Külekçi; Nurdan Kavaklı Ulutaş</b><br>Izmir Demokrasi University; Dokuz Eylül University, Türkiye<br><i>Examining Generative Artificial Intelligence Literacy Among K12 Turkish EFL Teachers</i>                                                                                                                                                                                                                 | Online |
| 12:50-13:15               | 7  | <b>Mariam Elizbarashvili; Natalia Kharadze</b><br>Tbilisi State University, Georgia<br><i>Artificial Intelligence in Academic Personnel Assessment: The Case of Ivane Javakhishvili Tbilisi State University</i>                                                                                                                                                                                                                          | Online |
| 13:25-13:50               | 8  | <b>Nurdan Kavaklı Ulutaş; Sneha Saha; Shalini Balasubramani; Sarmin Haque</b><br>Izmir Demokrasi University; CHRIST (Deemed to be University); Meenakshi Academy of Higher Education and Research; Australian Migrant Resource Centre, Türkiye / India / Australia<br><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  | <b>Zviad Sigua</b><br>Tbilisi State University, Georgia<br><i>Digital Transformation of Higher Education Infrastructure through Hybrid Learning Systems</i>                                                                                                                                                                                                                                                                               | Online |
| 14:35-15:00               | 10 | <b>Lela Mirtskhulava</b><br>Sokhumi State University, Georgia<br><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  | <b>Tea Munjishvili; Maka Giorgobiani; Zviad Sigua; Giorgi Meskhi; Maka Khavtasi</b><br>Tbilisi State University, Georgia<br><i>Strategic Digital Marketing and Digital Education in the Transformation of Higher Education Systems</i>                                           | Onsite |
| 09:20-09:45               | 2  | <b>Nihal Lamdaghri; Zidane Lamdaghri; Harald von Korflesch</b><br>Mohammed V University / University of Koblenz, Morocco/Germany<br><i>From Airports to Wi-Fi: Rethinking Student Mobility through Internationalization at Home</i>                                              | Online |
| 09:55-10:20               | 3  | <b>Boutaina Aribia; Hafsa Boukhrisse; Ilham Oumaira; Ahlam Qafas; Zidane Lamdaghri</b><br>Ibn Tofail University, Morocco<br><i>The Impact of Integrating Digital Programs on Students' Digital Competencies in Moroccan Universities</i>                                         | Online |
| 10:30-10:55               | 4  | <b>Tatia Gherkenashvili</b><br>East European University, Georgia<br><i>How Organizational Culture Shapes Innovation in Universities: The Mediating Role of Person–Organization Fit</i>                                                                                           | Online |
| 11:05-11:30               | 5  | <b>Nino Paresashvili; Teona Edzgeradze</b><br>Tbilisi State University, Georgia<br><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  | <b>Jessica Alexandria Wahyudi; Sentot Basuki Prayitno; Muhril Ardiansyah; M. Lukman B. Alfakihuddin</b><br>Sampoerna University, Indonesia<br><i>The Role of Entrepreneurship Education in Shaping Entrepreneurial Success: An Indonesian Perspective</i>                        | Online |
| 12:50-13:15               | 7  | <b>Nino Paresashvili; Irma Dikhaminija; Teona Edzgeradze</b><br>Tbilisi State University, Georgia<br><i>Organizational Climate and Staff Motivation as Determinants of Teaching Quality and Educational Effectiveness in Higher Education: The Georgian Case</i>                 | Online |
| 13:25-13:50               | 8  | <b>Tinatin Rodonaia</b><br>East European University, Georgia<br><i>Bridging the Gap Between Digital Skill Demand and Higher Education: Evidence from the Georgian Labor Market</i>                                                                                               | Online |
| 14:00-14:25               | 9  | <b>Eter Kharaishvili; Natela Tsiklashvili; Manana Lobzhanidze; Lela Aduashvili</b><br>Tbilisi State University / Batumi Shota Rustaveli State University, Georgia<br><i>Digital Management of Higher Education in Georgia: Adapting to Global Trends in the National Context</i> | Online |
| 14:35-15:00               | 10 | <b>Mariam Burmistrova</b><br>East European University, Georgia<br><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  | <b>Muslum Ibrahimov</b><br>IU International University of Applied Sciences, Germany<br><i>From Decision Support to Governed Autonomous Negotiation</i>                                                                                    | Onsite |
| 09:20-09:45               | 2  | <b>Merihan Hazem Anwar Labib Bishara; Anriette Michel Fouad Bishara</b><br>International Black Sea University, Georgia<br><i>Explainable Supply Chain Analytics via Probabilistic Inductive Logic Programming</i>                         | Onsite |
| 09:55-10:20               | 3  | <b>Tsotne Lekishvili</b><br>International Black Sea University / Georgian Water and Power<br><i>Predictive Analytics for Capital Investment Planning in Energy and Water Utility Companies</i>                                            | Onsite |
| 10:30-10:55               | 4  | <b>Badri Gechbaia; Giorgi Katamadze; Tite Aroshidze; Giorgi Abashidze</b><br>Batumi Shota Rustaveli State University, Georgia<br><i>Artificial Intelligence And Digital Technology Influence Human Resources Management on Efficiency</i> | Onsite |
| 11:05-11:30               | 5  | <b>David Jalagonia; Romeo Galdava; Marine Khubua</b><br>Sokhumi State University, Georgia<br><i>Directions for Improving the Digital Transformation of Auditing</i>                                                                       | Online |
| 11:30-12:15   Lunch break |    |                                                                                                                                                                                                                                           |        |
| 12:15-12:40               | 6  | <b>Rachel John Robinson</b><br>IU International University of Applied Sciences, Germany<br><i>The Strategic Impact of AI: Mitigating Data Barriers to Foster Business Competitiveness</i>                                                 | Online |
| 12:50-13:15               | 7  | <b>Giorgi Gaprindashvili; Tea Munjishvili; Gulad Nakashidze</b><br>Tbilisi State University, Georgia<br><i>The Impact of Digital Procurement Platforms on Economic Policy Effectiveness</i>                                               | Online |
| 13:25-13:50               | 8  | <b>Nino Tavberidze</b><br>Business and Technology University, Georgia<br><i>AI Adoption in Public Sector Human Resource Management (HRM)</i>                                                                                              | Online |
| 14:00-14:25               | 9  | <b>Saipranay Tummala; Nguyen; Xie</b><br>Adelphi University, USA<br><i>The Right Model Depends on the Data: A Cross-Domain Study of Regression Algorithms</i>                                                                             | Online |
| 14:35-15:00               | 10 | <b>Mourad Mansour</b><br>Prince Mohammad Bin Fahd University, Saudi Arabia<br><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  |

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| Time                      | #  | Authors, affiliation and contribution                                                                                                                                                                                                                                                                                                                                   | Mode   |
|---------------------------|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|
| 08:45-09:10               | 1  | <b>Jan-Ole Sievers</b><br>IU International University of Applied Sciences, Germany<br><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  | <b>Rokhsareh Mobarhan; Roya Anvari; Saba Khargiani</b><br>Danesh Alborz University; University of Georgia; Caucasus University, Iran/Georgia<br><i>Impact of Digitalization and Artificial Intelligence on Employee Behaviour in Organizational Settings</i>                                                                                                            | Online |
| 09:55-10:20               | 3  | <b>Giorgi Shaburishvili</b><br>International Black Sea University / LTD Novamix, Georgia<br><i>Human-AI Collaboration in Construction Management: Organisational and Cultural Challenges</i>                                                                                                                                                                            | Onsite |
| 10:30-10:55               | 4  | <b>Rusudan Maisuradze; Leila Kadagishvili; Ramaz Putkaradze</b><br>Tbilisi State University, Georgia<br><i>Digital Transformation of Small and Medium Enterprises: Challenges and Opportunities</i>                                                                                                                                                                     | Online |
| 11:05-11:30               | 5  | <b>Nino Chikhradze; Mariam Elizbarashvili; Renato Henriques; Giorgi Gaprindashvili</b><br>Ivane Javakhishvili Tbilisi State University; LEPL National Environmental Agency; University of Minho, Georgia/Portugal<br><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  | <b>Tamta Beridze; Irma Dikhaminjia</b><br>Sokhumi State University, Georgia<br><i>The Impact of Sustainability Regulatory Frameworks on the Strategies and Operational Performance of Low-Cost Carriers</i>                                                                                                                                                             | Online |
| 12:50-13:15               | 7  | <b>Eliso Chokhanelidze; David Jalagonia; Marine Khubua</b><br>International Black Sea University; Sukhumi State University, Georgia<br><i>The Impact of Digitalization on the Development of Sustainability Reporting in the Agricultural Sector</i>                                                                                                                    | Online |
| 13:25-13:50               | 8  | <b>Manuel Etzkorn; Masoumeh Tavakoligargari; Harald von Korflesch</b><br>University of Koblenz, Germany<br><i>Can AI-assisted Transfer Scouting Elevate Technology Transfer to a New Level?</i>                                                                                                                                                                         | Onsite |
| 14:00-14:25               | 9  | <b>Natia Terterashvili; Shota Shaburishvili</b><br>Tbilisi State University, Georgia<br><i>Asynchronous Impact of Digital Transformation on Labor Productivity: The Case of the Georgian Real Estate Market</i>                                                                                                                                                         | Online |
| 14:35-15:00               | 10 | <b>Yvonne Römer; Manuel Etzkorn; Harald von Korflesch</b><br>University of Koblenz, Germany<br><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      |

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| Time                      | #  | Authors, affiliation and contribution                                                                                                                                                                                                                                                                          | Mode   |
|---------------------------|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|
| 08:45-09:10               | 1  | <b>Elene Dundua</b><br>International Black Sea University, Georgia<br><i>Women in Digital Leadership - Barriers and Enablers in Georgian Organisations</i>                                                                                                                                                     | Onsite |
| 09:20-09:45               | 2  | <b>Suraiya Nasreen</b><br>IU International University of Applied Sciences, Germany<br><i>Mindfulness and Decision-Making Under Workplace Uncertainty</i>                                                                                                                                                       | Onsite |
| 09:55-10:20               | 3  | <b>Marcel Dulgeridis; Sven Steinhardt</b><br>IU International University of Applied Sciences, Germany<br><i>Why Digital Financial Education Falls Short: From the Knowledge-Action Gap to the Decision Autonomy Gap</i>                                                                                        | Onsite |
| 10:30-10:55               | 4  | <b>Mirian Ebanoidze</b><br>Akaki Tsereteli State University, Georgia<br><i>Artificial Intelligence Beyond Modernity, Humanism, and Globalization</i>                                                                                                                                                           | Onsite |
| 11:05-11:30               | 5  | <b>Marina Shioshvili</b><br>East European University, Georgia<br><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  | <b>Elizbar Elizbarashvili; Sofiko Kvantaliani</b><br>Tbilisi State University, Georgia<br><i>Humanity at the Crossroads: Utopian and Posthuman Scenarios of Future Governance</i>                                                                                                                              | Online |
| 12:50-13:15               | 7  | <b>Tamar Gamsakhurdia; Teona Shughliashvili; Zurab Munjishvili</b><br>Georgian Research University / LMU Munich, Georgia/Germany<br><i>Digital Semantic Analysis and the Necessity of Neural Network Implementation in the Financial Sector</i>                                                                | Online |
| 13:25-13:50               | 8  | <b>Marine Natsvaladze</b><br>Tbilisi State University, Georgia<br><i>Behavioral Economics and Women's Economic Empowerment: Navigating the Digital Transformation</i>                                                                                                                                          | Online |
| 14:00-14:25               | 9  | <b>David Razmadze</b><br>Tbilisi State University, Georgia<br><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 | <b>Ovrillia Praditha; Tan Kaitlynn Eleanore Poa; Vera Selviana Adoe; Marhawati Najib; Aep Saefullah</b><br>Escuela de Negocios Europea de Barcelona, Spain/USA/Indonesia<br><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        |

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| Time                      | #  | Authors, affiliation and contribution                                                                                                                                                                                                                                          | Mode   |
|---------------------------|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|
| 08:45-09:10               | 1  | <b>Richard C. Geibel</b><br>IU International University of Applied Sciences / E-Commerce Institute, Cologne, Germany<br><i>Digital Health in Germany: Towards a Patient-Centered Digital Health Ecosystem Model (PCDHE)</i>                                                    | Onsite |
| 09:20-09:45               | 2  | <b>Tamar Charkviani</b><br>Caucasus University, Georgia<br><i>Digital Trust and Civic Participation in the Era of Artificial Intelligence: The Case of Georgia</i>                                                                                                             | Onsite |
| 09:55-10:20               | 3  | <b>Richard C. Geibel; Annalena Sommer</b><br>IU International University of Applied Sciences, Germany<br><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  | <b>Siavash Hosseinpour Chermahini; Iuri Migriauli</b><br>University of Georgia / David Tvildiani Medical University<br><i>Digitalization in Healthcare: Opportunities, Ethical Challenges, and AI Implementation</i>                                                           | Online |
| 11:05-11:30               | 5  | <b>Siavash Hosseinpour Chermahini; Soltanat Khan</b><br>University of Georgia<br><i>Digital Health Technologies in Modern Healthcare</i>                                                                                                                                       | Online |
| 11:30-12:15   Lunch break |    |                                                                                                                                                                                                                                                                                |        |
| 12:15-12:40               | 6  | <b>Natia Tsiklauri; Marina Endeladze</b><br>Georgian Technical University; European University / Infectious Diseases, AIDS & Clinical Immunology Research Center<br><i>EU and WHO HR policies in the healthcare system: digital models, strategic aspects and perspectives</i> | Online |
| 12:50-13:15               | 7  | <b>Halimah Mohd Yusof</b><br>Universiti Teknologi Malaysia (UTM)<br><i>Organizational Behavior Implications of Artificial Intelligence Adoption in Healthcare Organizations</i>                                                                                                | Online |
| 13:25-13:50               | 8  | <b>Meriem Nejjar; Hanaa El Bayed Sakalli</b><br>Chouaib Doukkali University, Morocco<br><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  | <b>Siavash Hosseinpour Chermahini; Jalal Jbara</b><br>University of Georgia, Georgia<br><i>The Role of Artificial Intelligence in Improving Healthcare Services</i>                                                                                                            | Online |
| 14:35-15:00               | 10 | <b>Discussion / technical buffer</b>                                                                                                                                                                                                                                           | -      |

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

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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

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## Conference contact

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