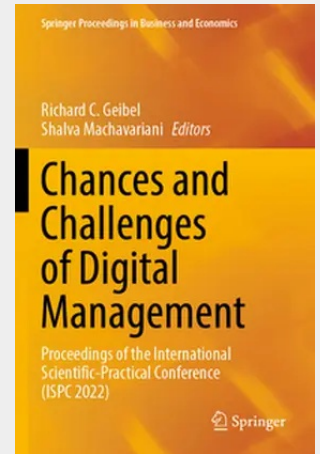


Chances and Challenges of Digital Management

Proceedings of the International Scientific-Practical Conference (ISPC 2022)

This book presents selected contributions to the International Scientific-Practical Conference 2022 (ISPC 2022) organized by East European University (Georgia) and E-Commerce Institute (Germany). It discusses the possibilities of digital management under current conditions, highlights recent technological advances, and addresses further marketing perspectives. The topics covered include digitalization, digital transformation, e-commerce, artificial intelligence, big data, blockchain, online marketing, the transformation of small and medium-sized businesses, digital law, digital social innovation, and digital ethics.

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