



## Welcome!

On **12 November 2021** East European University (Georgia) along with its partner Hochschule Fresenius University of Applied Sciences (Germany) organizes joint Online International Scientific-Practical Conference.

### Head of the Conference Organizing Committee:

- *Prof. Dr. Richard Geibel, Hochschule Fresenius University of Applied Sciences (Germany);*
- *Prof. Dr. Shalva Machavariani, East European University (Georgia).*

Conference Objective	Evaluation of Covid 19 Pandemic and Post-pandemic environment and revealing opportunities for Digital Management	
Conference covers the following topics	Digitalization, Digital Transformation, E-Commerce, AI, Big Data, Block Chain, Online Marketing, Digital Law; Digital Social Innovation, Digital Ethics etc.	
Who is Eligible to Apply?	Doctoral and Post-doctoral students, researchers and practitioners from the conference organizing universities and other higher education institutions	
Publication of Presented Papers and publication fee	Conference editorial board will select best scientific papers reflecting novelty and best practices presented for the conference that will be published in the conference proceedings (free of charge)	
Conference Fee	Free	
Conference Language	English	
Time limit	Presentation – 20 min; Q&A – 10 min.	
Publication of papers	Conference papers will be published in the "Conference Proceedings"	
Method of participation and noteworthy dates	<p><b>Candidates willing to participate at the conference:</b></p> <ul style="list-style-type: none"> <li>➤ Must submit filled <u>application form</u> along with one page (A4 paper format) <u>Abstract</u> (max. 300 words);</li> <li>➤ Must submit scientific-practical <u>conference paper</u>.</li> </ul> <p><b>Noteworthy dates:</b></p> <ul style="list-style-type: none"> <li>✓ Deadline for submission <u>Application Form</u> along with one page <u>Abstract 1 June 2021</u>;</li> <li>✓ Informing successful speakers the results <b>20 June 2021</b>;</li> <li>✓ Deadline for submission scientific-practical <u>Conference paper 10 September 2021</u>;</li> </ul> <p>All required documentation must be fulfilled in <b>English</b> and submitted before the deadline to the following e-mail: <a href="mailto:sciencepapers@eeu.edu.ge">sciencepapers@eeu.edu.ge</a></p>	
Conference coordinators	<p><b>Robin Kracht,</b> Ph.D. candidate, Lecturer, E-Commerce Institute Cologne, University Fresenius Contact: +49.176.3232.5943 <a href="mailto:kracht@ecommerceinstitut.de">kracht@ecommerceinstitut.de</a></p>	<p><b>Tatia Gherkenashvili,</b> Senior specialist, Scientific research and development division, EEU Contact: Cell.,+995 (598) 10 57 29 E-mail: <a href="mailto:t.gherkenashvili@eeu.edu.ge">t.gherkenashvili@eeu.edu.ge</a></p>

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## *General requirements for structuring Abstract*

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- Abstract should be placed on a new page;
  - Should include title of Scientific Paper – Centered, bold, font - Times New Roman, font size – 12;
  - Author’s name/surname (bold), Academic rank, degree and university affiliation (italics) should be centered, font size – 11; Word’’ Abstract’’ should be centered, bold, font size – 12; Font size of the Main body of abstract should be -11;
  - 1.5 spaced between the lines,
  - Margins: 2.54 sm. at each side;
  - The first line of Abstract should not be indented, while key words (maximum 5 words) that is followed by the abstract, should be indented (italics).
  - Abstract should not exceed one page-A4 paper format (maximum 300 words)
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## *Components of Abstract*

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### ***Introduction/Purpose of the topic:***

Your goal in this section is to introduce the topic to the reader, provide an overview of previous research on the topic and identify your own hypothesis. Justify why it is important for the reader to learn more about.

### ***Methodology:***

Participants (In this part of the method section, you should describe the participants in your experiment including who they were, how many there were, and how they were selected. Include details about how your participants were chosen, who they were, and any unique features that may set them apart from the general population);

Materials (Describe the materials, measures, equipment, or stimuli used in the experiment. This may include testing instruments, technical equipment, books, images, or other materials used in the course of research. If you used some type of psychological assessment or special equipment during the course of your experiment, it should be noted in this part of your method section);

Design (Describe the type of design used in the experiment. Specify the variables as well as the levels of these variables. Clearly identify your independent variables, dependent variables, control variables and any extraneous variables that might influence your results);

Procedure (Explain what you had participants do, how you collected data, and the order in which steps occurred).

**Results:**

Should Justify Your Claims, provide and accurate look at what you found in your study. If your hypothesis expected more statistically significant results, don't omit the findings if they failed to support your predictions.

**Conclusions/Implications:**

What might your results indicate and what directions does it point to for future research.

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*Sample of the Abstract*

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**Varying Definitions of Online Communication and Their Effects on  
Relationship Research****Elizabeth L. Angeli**

Professor, Doctor of Science  
*University of Oklahoma*

**Abstract**

This paper explores four published articles that report on results from research conducted on online (Internet) and offline (non-Internet) relationships and their relationship to computer-mediated communication (CMC). The articles, however, vary in their definitions and uses of CMC. Butler and Kraut (2002) suggest that face-to-face (FtF) interactions are more effective than CMC, defined and used as “email,” in creating feelings of closeness or intimacy. Other articles define CMC differently and, therefore, offer different results. This paper examines Cummings, Butler, and Kraut’s (2002) research in relation to three other research articles to suggest that all forms of CMC should be studied in order to fully understand how CMC influences online and offline relationships.

**Keywords:** *Computer-mediated communication, Face-to-face communication*

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## *General Rules for Structuring Scientific Papers*

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### Main Body

- A 4 paper format – 8.27’’ x 11.69’’
- Title of the Scientific Paper, Author’s name/surname (bold), Academic rank, degree and university affiliation (italics) should be centered. Do not format title of the research paper with bolding, italics, underlying or quotation. All main words of the title should be capitalized. Font size - 12;
- Volume of Scientific Paper – including list of references (except abstract) should not exceed 12 pages. Font-Times New Roman font size – 11, 1.5 spaced between the lines,
- Margins: 2.54 sm. at each side;
- The first line of each paragraph should be indented by 5-7 positions;
- Place the footnotes at the bottom of the page, double-spaced in the Arabic numerical order, font size-10, 1.0 spaced between the lines;
- Titles of subsections is written separately from the text.
- Lists or Seriation:
  - Separate paragraphs or long sentences (such as steps in a procedure) should use numbered lists. See sample paper at the end of this Guide.
  - Short words within a paragraph should use lowercase letters enclosed in parentheses, e.g. (a) word, (b) word, and (c) word.
  - Use numbered or lettered lists.
- Illustrations (Tables, Figures, Appendixes) should be followed immediately after the References Page sequentially labelled, e.g. Table 1; Table 2 or Figure 1, Figure 2 or Appendix A, Appendix B, etc.
  - Tables – start each on a new page; the caption is above the table.
  - Figures – start each on a new page; the caption is below the figure.
  - Appendixes – Start each on a new page.

### References

- Start the References (Type the word “References” in upper and lowercase letters) on a new page, centered, bold, font size - 12.
- Any source listed on the References page must be cited in the body of the paper.
- List references in alphabetical order.
- Hyperlinks should be underlined.
- No punctuation mark is needed at the end of the link.

## Varying Definitions of Online Communication and Their Effects on Relationship Research

**Elizabeth L. Angeli**

Professor, Doctor of Science  
*University of Oklahoma*

**Introduction** - Essence of the problem, Actuality of the topic and definitions of the key concepts;

**Main Body** - Conducted research;

**Conclusion** - Results and Recommendations;

**List References**– Resources used throughout the research.

### References:

#### Examples

##### I. Book

###### Printed

Anderson, D. (2001). *Beyond change management: Advanced strategies for today's transformational leaders*. San Francisco, CA: Jossey-Bass/Pfeiffer.

###### E-book

Penny, J. (2010). Outliers: The story of success [Review of the book Outliers, by M. Gladwell].

Personnel Psychology, 63(1), 258-260. Retrieved from <http://www.personnelpsychology.com>

##### II. Article

###### Book Chapter from a Collection of Works by Various Authors

Goodman, M. (1955). Organizational inertia or corporate change momentum. In D. P. Cushman & S. Sanderson (Eds.), *Communicating organizational change: A management perspective* (pp. 95-112). Albany, NY: New York Press.

##### II. Article

###### Book Chapter from a Collection of Works by Various Authors

Goodman, M. (1955). Organizational inertia or corporate change momentum. In D. P. Cushman & S. Sanderson (Eds.), *Communicating organizational change: A management perspective* (pp. 95-112). Albany, NY: New York Press.

### Newspaper Article (Print)

Dunlap, K. (2017, August 14). Love for antique tractors crosses family's generations.  
Indianapolis Star, p. 8A.

### Online Newspaper Article

Kang, C. (2010, February 10). Google to launch turbo-speed Internet trials. The Washington Post. Retrieved from <http://www.washingtonpost.com>

### Magazine Articles

Damiano, P. (2010, December/January). Incredible India. *Working Mother*, 33 (1), 50–52.

### Journal/Periodical Articles

Holmes, O., IV. (2010). Redefining the way we look at diversity: A review of recent diversity and inclusion findings in organizational research. *Equity, Diversity, and Inclusion International Journal*, 29(1), 131–135. doi:10.1108/02610151019255

### In Press Article

Kiran, K. (in press). Service quality and customer satisfaction: Perspectives from academics.  
Library Review. Retrieved from <http://www.emeraldinsight.com>

### Newsletter Article, no author

Learning to write using APA writing style.(2009, October). *APA Writing Newsletter*. Retrieved from <http://www.indwes.edu/ocls/APA/newsletter.pdf>

### III. Brochure

American Heart Association. (n.d.).Heart disease [Brochure]. Dallas, TX: Author. DiSC classic: *Personal profile system 2800* [Brochure]. (2001). Minneapolis, MN: Inscape Publishing.

### IV. Thesis and Dissertation Technical Reports, Research Reports, Non-Newspaper or Journal Articles

Mayhew, J. A. (2008). *Adult learners' perceptions of their employers' leadership behaviors and their own readiness for self-directed learning* (Doctoral dissertation). Retrieved from Pro Quest Dissertations& Theses Global database. (UMI No. 3344706)

### V. Technical Reports, Research Reports, Non-Newspaper or Journal Articles

Lund, P. (2004, December 28). *Technical report on management and ICT practices in PV buildings* (NNE5/2001/264D14.2). Retrieved from <http://www.pvnord.org/meny/pdf/Task%204.2%20Management%20and%20ICT%20Final%20report.pdf>

### VI. Web Pages

Reh, F. J. (2016, July 20). *Level 3 management skills*. Retrieved October 13, 2017, from <https://www.thebalance.com/level-3-management-skills-2275892> Note: a retrieval date was used for this one because this author notes that the creator of the web page changes articles but retains one access URL.

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## *Citing Sources in Text*

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**Quoting** - Quoting a source is when you take the words exactly as they appear in the source.

### **Examples**

- o **One Author**
  - o (Alexander, 2018) noted “...”<sup>1</sup>
  - o Alexander (2018)<sup>2</sup>
- o **Two authors**
  - o (Smith & Jones, 2009, para. 7).
  - o Smith and Jones, (2009) acknowledged “...” (para.7).
- o **Three authors to five authors**
  - o (Smith, Jones, & Brown, 2009, Section Company History), for the first time, the source is cited. After that, for that source, use (Smith et al., 2009, section Company History).
  - o Smith, Jones, and Brown (2009) maintained”...” (p. 16). The next time that source is used it would be, Smith et al. (2009) writes “...” (p. 16).
- o **Six or more authors**
  - The first time the source is used, note the first author with et al. White et al. (2010) proposed....
  - Any citation with more than seven authors also has a certain way to cite in the References list. The first six authors are all written out in the order they appear in the source. Then use three ellipses and list the last author listed. So if the source you are citing as 12 authors, write out the first six listed on the source and the 12th author. Authors in the seventh through eleventh positions are completely omitted. Here is an example of an article that has ten authors:
  - o Logan, L., Harley, W. B., Pastor, J., Wing, L. S., Glasman, N., Hanson, L., . . . Hegedahl, P. (1996). Observations on the state of empowerment in today’s organization. *Empowerment in Organizations*, 4(1), 6 – 11. <https://doi.org/10.1108/09684899610111025>
- o **No author**
  - Use the first few words of the title, since the title has now moved to the first position in the References entry.
  - For articles from periodicals, use quotation marks around the title and capitalize all significant words. (“Fun Learning APA,” 2010, p. 23)
  - For books, online technical reports, use italics just like the title displays in the References list, but the significant words are capitalized, unlike the corresponding References entry. (Using APA to Write Scholarly, 2013, p. 277).
  - See example in the sample paper at the end of the document. There is an in text citation for “Servant Leadership,” n.d., para. 1) and its corresponding References entry in the References list.
- o **Corporate author**
  - Corporate author that is readily recognized by their acronym. (United Nations [UN], 2008, section History).
  - Corporate author with no acronym or an acronym that is not easily recognized or is used by multiple organizations/companies. (Lawrence North High School, 2000, p. 5).

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<sup>1</sup> Parenthetical citation

<sup>2</sup> Narrative citation



## Sample of intext citation and its reference example

<b>Reference list entry:</b>	Alexander, P. A. (2018). Past as prologue: Educational psychology's legacy and progeny. <i>Journal of Educational Psychology</i> , 110(2), 147–162. <a href="https://doi.org/10.1037/edu0000200">https://doi.org/10.1037/edu0000200</a>
<b>Parenthetical citation:</b>	(Alexander, 2018)
<b>Narrative citation:</b>	Alexander (2018)

Note. The four elements of a reference list entry include the author (in purple), the date (in blue), the title (in yellow), and the source (in green). The in-text citations that correspond to this reference include the last name of the author and year of publication, which match the information in the reference list entry.

## Samples of the Table & Chart

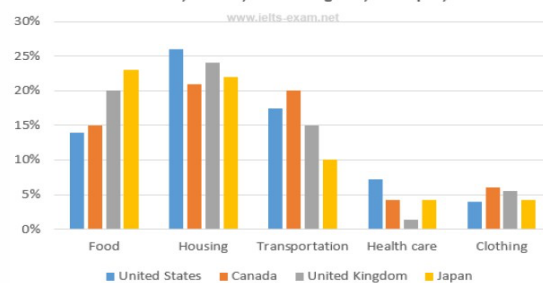
Table 1

The proportion of income adults and children spent on 4 common items in the UK in 1998

	food	electronic equipment	music	videos
adults	25%	5%	5%	1%
men	14%	10%	5%	2%
women	39%	1%	5%	0.5%
children	10%	23%	39%	12%
boys	9%	18%	38%	18%
girls	11%	5%	40%	17%

Chart 1

Shares of expenditures for selected categories, United States, Canada, United Kingdom, and Japan, 2009



GOOD LUCK!