

Conditions and Criteria for Submitting Research Papers

1. The research paper should tackle one of the conference's main themes or branches.
2. The research paper is peer-reviewed by the Scientific Committee for the purposes of participation in the conference.
3. The scientific research methodology should be considered in writing the research paper, and that the research must be original and modern.
4. Research papers are accepted in Arabic and English.
5. The submitted research papers must not have been previously published or currently under publication in any conference or scientific journal.
6. The first page of the research paper contains the title of the conference, the organizing body, the full title of the research paper (Arabic - English), and full name, academic degree, place, work, and address of the researcher.
7. The research paper must be written using Microsoft Word.
 - For Arabic texts: (Simplified Arabic)
 - For English texts: (Times New Roman)
8. The research paper should not exceed 20 pages, including references and appendixes as follows:
 - A - Font size:
 - Research title, 14 bold
 - Subtitles 12 bold
 - Research text 12
 - B - The researcher's personal information.
 - C - Research paper abstract in Arabic and English.
 - D - Introduction.
 - E - Problem, importance, and objectives of the research paper.
 - F - Research paper methodology.
 - G - Research results.
 - H - Conclusions and recommendations.
 - I - References are arranged according to the (APA) style, seventh edition.
9. The scientific committee of the conference is not obligated to provide justification for research papers that are not accepted at the conference.
10. The conference papers will be included on a CD.

Submission of the Research Papers

Research papers should be sent to the Rapporteur of the Scientific Committee, Prof. Dhaher Al-Qurashi, at the following email:
con.scientific7th@aau.edu.jo

Conference Fees

Fees for participating in a research paper in the conference are (100\$), including (conference bag, certificate of participation, a coffee break between sessions, lunch, and transportation from the hotel to the University).
- Fees for attending the conference without participating in a research are (70\$), including (a conference attendance certificate, a coffee break between sessions, lunch, and transportation from the hotel to the University).
- The participant is responsible for travel and accommodation costs.
- The researcher who wish to publish his paper in Scopus Proceeding will bear the publishing fees after his paper accepted according to the publishing conditions specified by the publisher
- Participation fees paid through the following bank account:

IBAN: JO68 IIBA 1190 0000 0119 0000 0175 00

Swift Code: IIBAJOAM200

Islamic International Arab Bank

Amman Arab University

Important Dates

The deadline for accepting the abstract of the research paper is 15/6/2024.

- The researcher will be notified of the result of accepting the abstract within two weeks from the date of receiving the abstract.

- The deadline for submitting the complete research paper is 1/7/2024.

- The researcher will be notified of the result of the research paper evaluation within two weeks from the date of receiving of the full research paper.

Contact

Prof. Hasan Al-Zu'bi - Chairman of the Preparatory Committee /

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- Dr. Hussein Awad - Rapporteur of the Preparatory Committee /

Tel: 00962-78-1879494

- Dr. Rami Al-Hanandeh - Chairman of the PR Committee

Tel: 00962-78-6499784

Conference website link



Conference Location

Amman Arab University

Amman, Jordan

Jordan Street-Mubis

Location



جامعة عمان العربية
AMMAN ARAB UNIVERSITY



كلية الأعمال
College of Business



عمادة البحث العلمي والدراسات العليا
Deanship of Scientific Research and Graduate Studies

The 7th International Scientific Conference of College of Business, in Partnership with the Deanship of Scientific Research and Graduate Studies

Entitled:

Digitization of Business and Scientific Research: Future Prospects



Springer

Scopus®

From
27-28 July 2024

Organized by

College of Business and Deanship of
Scientific Research and Graduate Studies
Amman Arab University\ Amman, Jordan

About the Conference

The Seventh International Scientific Conference of the College of Business, in partnership with the Deanship of Scientific Research and Graduate Studies, entitled "Digitization of Business and Scientific Research: Future Prospects" is considered as an extension of a series of conferences that the College has been holding with the participation of specialists, academics and experts at the local, regional and international levels. The conference lasts for two days to discuss research papers within seven specialized themes in various fields of knowledge. Amman Arab University, through the College of Business, is keen for this conference to be an annual scientific platform for researchers, experts, and graduate students to present their ideas, research production, and experiences at the local, regional, and international levels in order to maximize the benefit, achieve the desired objectives, and create a future outlook for leading digital business organizations in their fields. Business organizations with digital adoption also seek to develop products and build distinct pioneering business models in an effort to achieve a sustainable competitive advantage, especially in a world of tremendous technological progress and development. Therefore, it has turned necessary for educational institutions to pay attention to these technological administrative aspects and include them in their research interests.

Conference Objectives

The conference seeks to achieve a set of objectives, most importantly the following:

1. Discussing technological developments in the digitization of business organizations from the perspectives of local and international experts and academicians.
2. Providing insights from local and international speakers on developments in the digitization of business organizations.
3. Enriching academic and research work in the field of the conference.
4. Exchanging experiences, Partnership building, and strengthening cooperation and communication among researchers participating in the conference.

Conference Themes

1- Business Management Theme:

- Digital strategies and business intelligence.
- Scientific research and business development in the digital age.
- Logistics, e-business and global market challenges.
- Sustainability and social responsibility in the age of digitalization.
- Leadership in the digital age.

2- Human Resources Management Theme:

- Scientific research in the digitization of human resources management.
- Ethical and legal challenges in the digitization of human resources management.
- Artificial intelligence in human resource management practices.
- Diversity and inclusion in the digital work environment.

3- Accounting Theme:

- Scientific research and sustainability accounting.
- Financial accounting and business digitization.
- Digital accounting and auditing systems.
- Legal aspects of artificial intelligence in accounting.
- Managerial accounting techniques and business law.

4- Financing Theme:

- Scientific research to develop banking in the digital age.
- Investment and risk management in the digital environment.
- Financial technology in banking.
- Financial analysis and business digitization.

5- Management Information Systems Theme:

- Scientific research in business information technology.
- Digital technologies Development in management information systems.
- Artificial intelligence and its applications in information systems.
- Digital transformation and its impact on information management.

6- Marketing Theme:

- Scientific research in developing digital marketing strategies.
- Applications of artificial intelligence in digital marketing.
- Marketing and legal ethics in digital marketing.
- Marketing via social media networks.

7- Postgraduate Students Theme

Conference Committees

Chairman of the Conference

Prof. Hasan Al-Zu'bi

Dean of the College of Business

General Coordinator of the Conference

Prof. Ismail Yamin

Dean of Scientific Research and Graduate Studies

Preparatory Committee

Prof. Hasan Al-Zu'bi	Chair	Dr. Raed Al-Smadi	Member
Dr. Hussain Awad	Rapporteur	Dr. Tayseer Afaishat	Member
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Dr. Mo'taz Alzo'bi	Member	Mr. Issa Istanbouli	Member
Dr. Nahed Alrawashedh	Member	Mrs. Doaa Al-Zou'bi	Member
Dr. Zeyad Almatarnah	Member	Miss Nour Al-Jarrah	Member

Scientific Committee

Prof. Younes Meqdadi	Chair	Jordan
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Prof. Suzan Abed	Member	U.S.A
Prof. Nagham Nimah	Member	Iraq
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Dr. Piervito Bianchic	Member	Italy
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Dr. Al-Harith Abu Hussein	Member	Jordan
Dr. Ammar Al Rawahna	Member	Jordan
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