



Call for Papers

**The 1st International Conference and Forum on
Business and Digital Economy 2023
(IBDE 2023)**

May 16 – 18th, 2023,

**Organized by the University of Jordan - School of Business
University of Jordan
Amman- Jordan**



Overview

The first International Conference and Forum on Business and Digital Economy 2023 (IBDE 2023) is the premium conference and forum for researchers and practitioners in the field of Business and Digital Economy. The conference and forum embrace the multi and interdisciplinary nature of Business and Digital Economy to its fullest extent. This event will seek to bring together the finest research, business leaders and top government officials in seven main areas to exchange their experiences and develop the existing portfolio of theories, methods, practices and tools for managing and improving business and digital economy at large.

To accommodate this diversity, IBDE 2023 is structured into seven tracks related to the digital economy era: Business Management, Accounting, Finance, Marketing, Information Systems, Public Administration, and Business Economics. Each track covers different thematic areas of interest and research. Accordingly, each track has specific evaluation criteria, a separate track chair, and a dedicated program committee. IBDE 2023 will be a chance for academics and practitioners from all corners of the globe to critically address issues related to these seven tracks and the whole business environment in a very challenging and changing era. IBDE 2023 will seek to lead the development of new policy recommendations that can support the business and economic growth and prosperity especially in developing countries.

To leverage the work of our researchers, this unique event will be accompanied by a policy forum that will present a space for top government officials, private sector leaders and academicians to exchange ideas, discuss potential paths of development in all seven areas covered by the academic conference. The forum will present a great opportunity for stakeholders in the business ecosystem to come together and reflect on shared experiences and lead the development of new areas of collaboration.

Therefore, IBDE 2023 invites all theoretical and empirical research, and/or country context case studies, to enable both academics and practitioners understand the effects of current development on the socio-cultural, economic and technological dimensions of future businesses. In addition, delegates will also have the opportunity to explore Jordan and visit Petra one of the new seven world wonders while networking with the most influential business and government leaders from all over the region.

IBDE 2023 Tracks and Topics of Interest:

The IBDE 2023 committee welcomes research papers addressing the following (and related) topics of interest in the following tracks:



1. Business Management Track

- 1.1. Knowledge Management and Innovation in Knowledge Economies
- 1.2. Talent Management, HRM and Business Sustainability
- 1.3. Leadership and Emotional Intelligence
- 1.4. Corporate Social Responsibility and Corporate Governance
- 1.5. Technology and Sustainability in Operations and Supply Chain Management
- 1.6. Entrepreneurship and SME Development
- 1.7. Innovation Management and Social Impact

2. Accounting Track

- 2.1. Financial Accounting
- 2.2. Management Accounting
- 2.3. Auditing
- 2.4. AI and IS Applications in Accounting
- 2.5. Tax Accounting
- 2.6. Post COVID- 19 Challenges to Accounting and Auditing
- 2.7. Accounting and Auditing to the Big Data Context

3. Finance Track

- 3.1. Financial Technology, Financial Inclusion and New Trends in Finance
- 3.2. Financial Markets: Trading, Pricing, Volatility and Efficiency
- 3.3. Banking and Risk Management
- 3.4. Islamic Banking and Finance
- 3.5. Derivatives: Trading, Pricing and Risk Management
- 3.6. Corporate Finance: Corporate Funding and Capital Structure
- 3.7. Corporate Governance, Mergers and Acquisitions

4. Marketing Track:

- 4.1. Digital Marketing and Emerging technologies
- 4.2. Social Media Marketing
- 4.3. Neuromarketing
- 4.4. Artificial Intelligence and Big Data in Marketing
- 4.5. Branding
- 4.6. Consumer Behavior and Marketing
- 4.7. Viral Marketing



5. Information Systems Track

- 5.1. The Internet Economy
- 5.2. The Ecosystem of Digital Businesses
- 5.3. Digital Transformation
- 5.4. Smart Cities and Future of Transportation and Logistics
- 5.5. AI in Business and Industry
- 5.6. Big Data and IoT for Business
- 5.7. Industry 4.0 Applications in Practice

6. Public Administration Track:

- 6.1. Digital Transformation in Public Sector
- 6.2. Business - Industry - Government Collaboration
- 6.3. E-Governance and Best Practices in Electronic Services within Public Sectors
- 6.4. Institution Analysis and Development Framework
- 6.5. Civil Service Reform
- 6.6. Comparative Analysis of Public Administrative Systems
- 6.7. Public Organization Theory and Public Policy

7. Business Economics Track:

- 7.1. The Impact of Digital Economy on Economic Development
- 7.2. Poverty, Unemployment and Development
- 7.3. Comparative Economics
- 7.4. Green and Sustainable Trade Facilitation
- 7.5. Economic Development
- 7.6. National & Regional Economies
- 7.7. Applied Economics

Publication Opportunity in Peer-reviewed Indexed Journals and Conference Proceedings

- All accepted research papers will be published in the conference proceedings. The Conference Proceedings will be published with an **ISBN Number**.
- Each Paper will be assigned Digital Object Identifier (**DOI**) from Cross Ref.
- The proceedings shall be submitted to Google Scholar for Indexing.
- Selected high quality research papers will be given the opportunity to be published in a special journal issue indexed in Scopus, Web of Science, and DOAJ.
- The decision of whether or not any of the papers can be included in the journal publication remains at the full discretion of the journal editors.



Reviewing Process

- All manuscripts will be subjected to double blind peer-review.
- Relevancy, structure, research method, ethical conducts, language standard, innovativeness, references, hypothesis, result presentation, proficiency, format, amongst many other factors are considered for the evaluation process.
- All submissions are expected to meet the scientific criteria of novelty and academic excellence.
- Articles submitted should report original and previously unpublished findings.
- Any act of plagiarism cannot be tolerated. If an author is found to commit an act of plagiarism, the submission will be automatically dismissed.
- All submissions will be checked for plagiarism and similarity.
- The submitting author is responsible for ensuring that the article's publication has been approved by all other co-authors.
- IBDE 2023 team will not be held legally responsible should there be any claims for compensation.

Author Guidelines:

IBDE 2023 welcomes authors to submit their full research paper based on the following guidelines and would consider giving graduate studies students the opportunity to display their paper in the form of a poster in the venue of the conference based on the poster guidelines.

1. Full Paper Submission Guidelines

1. The conference language is English, and all papers should be submitted in only English language.
2. The research topic should be related to one of the conference tracks, and interdisciplinary in more than one track are welcomed.
3. Researcher's name, affiliation (university/organization name and the country), email and address should be present on the first page before the abstract.
4. The paper should include an executive abstract no more than 300 words that address the title of the research. The abstract should include all the scientific elements, such as the research problem, importance, objectives, justifications, methodology, procedures, tools, and recommendations. Abstracts that fulfill the criteria will be published in the conference book that will be distributed on the first day of the conference.
5. Paper Structure should include Abstract, Keywords (3-5 keywords), Introduction, Literature review, Theoretical model, Methodology/Approach, Findings/Results, Conclusion, Implications/Recommendations,



Acknowledgements (when appropriate), References and Appendices (when appropriate).

6. The total word count for the research paper should be between 5000-7000 words and should not exceed 12 pages of length including all references and appendices.
7. The paper layout should be one column portrait, with font type of times new roman and size of 12 for the text, font size 14 bold for the titles, line spacing of 1, with margins of 2.5 cm.
8. Research papers that have been previously published or being submitted for publishing in other conferences or journals are not accepted- whether using the same research title or a different one.
9. APA citation style should be used. References should be written in the body of the text after the quotation as follows, author's family name, year of publication and page number.
10. A color copy of the researcher passport must be submitted if attending in person (for those who needs a visa).
11. Rejected research papers do not receive any justifications.
12. Participation form should be filled and submitted before the last day of registration deadline.
13. The oral presentation should be in ppt format, and you will have 30 minutes for your research paper presentations. IBDE team will provide you with the necessary equipment upon request.

2. Poster Format (Graduate students)

1. The poster size should be A1 international paper size. Materials, including the title, should not extend beyond the poster size.
2. Design your poster so that it is easy to read and include some visuals or charts. Allocate the top of the poster for the title and authors' names and affiliations. Remember the audience may have a short time frame to read your poster.
3. Do not use foam core or any thick or multi-layered materials or pushpins directly on the poster boards. Please make sure that the material used for the poster allows it to be posted on the boards.
4. All posters should be based on the submitted paper as accepted by the Scientific Committee.
5. Please bring your poster with you.



Correspondences and Submission Method

- **Research paper** should be submitted via email to: ibde.research@ju.edu.jo
- **General inquiry** or questions about the IBDE 2023, should be submitted via email to: ibde.inquiry@ju.edu.jo
- All **correspondences** and inquiries related to **the forum** should be submitted via email to: ibde.forum@ju.edu.jo

Important Dates:

- Full Paper Submission Deadline: March 30th, 2023.
- Notification of final Acceptance/modification: April 13th, 2023.
- Early Bird Registration Deadline: April 15th, 2023.
- Last Day for Registration: May 1st, 2023.
- Conference Dates: May 16-18th, 2023
- Submission of Final papers to be considered for publication: June 18, 2023.

Conference fees:

Fees for participation per person	In person	Online
Academic Researcher participation for one article.	200\$	100\$
Postgraduate student participation for one article.	100 \$	50\$
Delegate (Listener Attendee).	50 \$	25 \$

*** A discounted rate of 50 % for each additional paper for the same registered author in this conference.**

Conference fees must be paid with Bank Transfer:

Beneficiary: The University of Jordan

SWIFT Code: CAABJOAMXXX

Name and Address: CAIRO AMMAN BANK UNIVERERSITY OF JORDAN BRANCH

Payment in JOD:

ACCOUNT NO. (090002646985)

JO35 CAAB 11 000 000 000 9000 264646985

Payment in USD:

ACCOUNT NO. (090002646993)

JO15 CAAB 11 000 000 000 9000 264646993

When using bank transfers, please make sure to cover all banks` service fees at your own account.



IBDE 2023 Committees:

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- Mr. Saad Nabil Mouasher, Chairman of the Board of Jordan Ahli Bank.
- Dr. Muayyad M. Kloob, Director of Jordan Insurance Federation (JIF).
- Prof. Hadeel Yaseen, Director of International Affairs Unit.
- Dr. Zaid Obeidat, Director of International Program and Marketing Department.
- Dr. Hamzah Al-Mawali, Director of Financial Affairs Unit.
- Dr. Alaaeddin Al-Tarawneh, Deputy Dean of Student Affairs, Deanship of Student Affairs.
- Dr. Jumana AL Zu'bi, Director of Local Community Networking and Development Center.

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- Prof. Mahmoud Mohammad Maqableh, Member of Scientific Research committee.
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- Dr. Rami Mohammad AL-Dweeri, Head of Marketing Department.
- Dr. Hazar Hmoud, Head of MIS Department.
- Dr. Abdel Hakim O. Akhorshaideh, Head of Public Administration Department.
- Dr. Noura Abo Asab, Head of Business Economics Department.



Executive Committee:

- Dr. Ashraf Adel Bany Mohammed, Head of Conferences and Scientific Activities Committee in the School of Business.
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