



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

**School of Business - The University of Jordan
Amman- Jordan**

May 16 – 18, 2023

Day 1	Tuesday, May 16, 2023
Location	Queen Rania Teacher Academy @ UJ - Main Stage
Time	
8:00-9:00	Registration
9:00-9:30	Opening Ceremony
	National Anthem
	Master of Ceremony
	Welcome Remarks by Dean Prof.Dr. Ra'ed Masa'deh
	Opening Speech by H.E. Prof.Dr. Nathir Obeidat (The President of University of Jordan)
	Opening Remarks by H.E. Prof.Dr. Azmi Mahafzah (Minister of Education and Minister of Higher Education and Scientific Research)
9:30 -10:00	Trophy and Recognition of Sponsors and Invited Speakers
10:00 -11:00	Opening Panel Discussion
	H.E. Mr. Ahmad Hanandeh (Minister of Digital Economy and Entrepreneurship)
	H.E. Dr. Adel Sharkas (Governor of Central Bank of Jordan)
	Prof.Dr. Viswanath Venkatesh (Virginia Tech ,USA)
	Prof.Dr. Ra'ed Masa'deh (Dean of Business School)
11:00 -11:30	Coffee Break
11:30 -12:30	Panel Discussion (Economics, Investment and PPP Outlook)
	H.E. Dr. Wissam A. Rabadi (Chairman of Jordan Exports)
	Ms. Nour G. Jarrar (CEO of Citibank Jordan)
	H.E. Mr. Muhannad Shehadeh (CEO of Military Credit Fund)
	Moderated by: Eng. Hamzeh Al-Alayani (Board Member-Public Investments Management Company)
12:30 -1:30	Panel Discussion (The Future of Digital Economy in Jordan)
	H.E. Eng. Mothanna Gharaibeh (Founder and CEO of The Fifth)
	Mrs. Hala Siraj (Managing Director of Talabat Jordan)
	Mr. Tambi Jalouqa (CEO of Propeller inc.)
	Moderated by: Mr. Amjad Sweis (Int@j's Chairman of the Board of Directors)
1:30 -2:30	Lunch
2:30 - 4:00	Online Keynote Speaker Session
2:30 -3:00	Dr. Antoine Harfouche (France)
3:00 -3:30	Dr. Vasileios Kallinterakis (UK)
3:30 - 4:00	Prof.Dr. Michael H Morris (USA)
	Moderated by: Prof.Dr. Nahil Saqfalhait
4:00-4:30	Closing



Day 2	Wednesday May 17, 2023
Location	Main Auditorium - Building 1 - The School of Business
Time	
8:30-9:00	Registration
9:00-9:30	Key Note Speech by Prof. Viswanath Venkatesh (Virginia Tech ,USA)
	Conference session 1: ICT and Digital Economy (Chaired By Dr.Hazar Alhmoud)
9:30-10:00	Examining the Nexus between Social Media Content, Webpage Quality, and Customers' Risk Perception?
	<i>Dr. Aijaz A. Shaikh, Dr. Richard Glavee-Geo, Dr. Renger Kanani</i>
10:00-10:30	Self-Disclosure on Social Media: Future Research Directions and Proposed Research Studies
	<i>Prof. Raji Raman, Dr. Christine Abdalla Mikhaeil, Prof. Tabitha James, Prof. Viswanath Venkatesh</i>
10:30-11:00	The Effect of Digitalization on Increasing Sustainable Employment: An Innovative Mechanism of Corporate Resilience (Online)
	<i>Qining Deng & Dr. Karia Noorliza</i>
11:00-11:30	Coffee Break
	Conference session 2: Accounting and Finance (Chaired By Dr.Ghalib Abu Rumman)
11:30-12:00	Corporate Tax Avoidance and Firm Value: An Applied Study on Jordanian Manufacturing and Services Companies
	<i>Hussein Abu Nassar, Prof. Mahmoud Al Khalilah, Prof. Mohammad Abu Nassar</i>
12:00-12:30	Effects of Internal Governance Mechanisms' Characteristics on Financial Performance: Evidence from Tunisian Listed Companies
	<i>Mkaouer Eya & Dr. Raida Chakroun</i>
12:30-1:00	The Effect of Political Connections and Family Ownership on Operating Cash Flows Management: Empirical Evidence from Egypt
	<i>Dr. Omar Ikbal Tawfik, Dr. Hamada Elsaid Elmaasrawy</i>
1:00-1:30	The Regulation of the Central Bank of Jordan and its Role in Encouraging Advancements in Financial Technology to Attain Financial Inclusion in the Jordanian Banking System
	<i>Dr. Yazan Abdullah Qasrawi & Dr.Eng. Majd Mahmoud Theyab</i>
1:30-2:30	Lunch Break
	Conference session 3: Management and Leadership (Chaired By Dr.Ahmad Obeidat)
2:30-3:00	Keynote Speech by Dr. Noorliza Karia
	<i>Halal as competitive advantage: the role of resource-based halal logistics</i>
3:00-3:30	The Relationship between Leadership Style and Employee Performance
	<i>Dr. Muhammad Noor Al Adwan, Dr. Mahmoud Alghizzawi, Ibrahim Ezmigna, Dr. Erfan Alawneh, Abd Alrahman Ratib Ezmigna</i>
3:30-4:00	Entrepreneurial Digital Activities in Emerging Economies: Evidences from Entrepreneurs' Perspectives in Jordan
	<i>Dr. Hussein Albanna & Dr. Mohammed Issa Ala eddin</i>
4:00-4:30	The Mediating Role of Absorptive Capacity in the Relationship between Strategic Entrepreneurship and Business Performance
	<i>Dr. Naseem Mohammad Twaissi, Ayman Wael AL-Khatib, Khalid Mohammed Abdrabbo, Prof. Ra'ed Masa'deh, Dr. Najwa Mohammad Ashal</i>
4:30-5:00	Q&A
5:00-5:30	Closing



Day 2	Wednesday May 17, 2023
Location	Hall 1 - Building 1 - The School of Business
Time	
8:30-9:00	Registration
9:00-9:30	Keynote Speech by Prof. Viswanath Venkatesh - Main Auditorium - Building 1
	Conference session 4: Marketing and Service Quality (Chaired By Dr.Rami Mohammad AL-Dweeri)
9:30-10:00	The Contribution of the Employer Brand to Talent Retention: State of Play and Prospects
	<i>Hanen Khanchel & Sirine Labidi</i>
10:00-10:30	Service Quality and Organizational Excellence and their relationships with the Restaurant Employees' Job Satisfaction: Case Study Jordan
	<i>Dr. Omar Jawabreh & Prof. Ra'ed Masa'deh</i>
10:30-11:00	Factors Affecting the Quality Service Delivery in Public Hospitals in Jordan
	<i>Ola Basbous & Dr. Karia Noorliza</i>
11:00-11:30	Coffee Break
	Conference session 5: Management Economics and Performance (Chaired By Prof.Dr. Nahil Saqfalhait)
11:30-12:00	Knowledge Economy and its Impact on Economic Growth and Per-Capita Income: Evidence from Arab Countries
	<i>Ahmad Khreisat, Prof. Nahil Saqfalhait, Dr. Khawlah Spetan</i>
12:00-12:30	Factors Affecting Employee Performance in Governmental Institutions in Aqaba
	<i>Dr. Shaker Habes Nawafleh, Mahmoud Salem Basyoni</i>
12:30-1:00	Board Composition and Cash Hoarding: Evidence from Jordanian Small and Medium Sized Corporations
	<i>Dana Hassan, Dr. Majd Iskandrani, Prof. Hadeel Yassen</i>
1:00-1:30	The Mediating Effect of TQM on the relationship between Market Orientation and Organizational Performance
	<i>Dr. Wasef Almajali, Dr. Tha'er Majali, Dr. Dana Abed Alhakim Akhuirshaideh, Dr.Mazin Aledeinat, Dr.Ibrahim Alhassan</i>
1:30-2:30	Lunch Break
	Conference session 6: ICT and the Economy (Chaired By Dr.Laila Dahabiyeh)
2:30-3:00	Keynote Speech by Prof. Khaled Hussainey (ONLINE)
	<i>Disclosure of the Technologies of the Fourth Industrial Revolution and its Impact on Companies' Performance</i>
3:00-3:30	Social Networks' Digital Security and Privacy: The Role of Users' Awareness
	<i>Heba Al-Hyasat & Prof. Mahmoud Maqableh</i>
3:30-4:00	Examining the Team's Creative Intentions through Digital Task Interdependencies, Technological Disruption, and Digital HRM
	<i>Dr. Tha'er Majali, Dr. Mazin Aledeinat, Prof. Ra'ed Masa'deh, Dr. Dmaithan Abdelkarim Almajali, Dr. Ibrahim Alhassan</i>
4:00-4:30	Develop a Conceptual Framework for Big Data Analytics towards Hotel Industry (Online)
	<i>Dr. Alaa AbuKhalifeh & Qingfeng Song</i>
4:30-5:00	Q&A
5:00-5:30	Closing



Day 2	Wednesday May 17, 2023
Location	Simulation Lab - Building 1 - The School of Business
8:30-9:00	Registration
9:00-9:30	Keynote Speech by Prof. Viswanath Venkatesh - Main Auditorium - Building 1
	Conference session 7: Customers and Markets (Chaired By Dr.Zaid Obeidat)
9:30-10:00	Examining the relationship between Hiring People with Disabilities and Customer Perspectives of Brand Image: Moderator Role of Physical Disability
	<i>Dr. Mohammad Abuhashesh, Alaa Adnan Awad, Prof. Ra'ed Masa'deh, Dr. Mohammad Al-Khasawneh, Saleh Samir Abu Hashish, Prof. Shafiq al-haddad</i>
10:00-10:30	Examining the Determinants of Customer's E-Loyalty in Telecommunication Companies: The Mediating Role of E-Satisfaction
	<i>Heba Al-Hyasat & Prof. Mahmoud Maqableh</i>
10:30-11:00	Career Perception of Undergraduate Students on Tourism and Hospitality Industry
	<i>Dr. Omar Jawabreh, Prof. Ra'ed Masa'deh, Amany Abu Hawwas, Muna Al Ryati</i>
11:00-11:30	Coffee Break
	Conference session 8: Finance, Accounting and Markets (Chaired By Dr. Majd Munir Iskandrani)
11:30-12:00	The Impact of Related Party Transactions on Earnings Management: The Moderating Role of Audit Firm Type
	<i>Hamzeh Al-Manaseer, Prof. Ali Al-Thuneibat, Dr. Ahmad Ahmad</i>
12:00-12:30	Corporate Cash Holdings and Lines of Credit: Substitution or Information Asymmetry Effect?
	<i>Dr. Ghada Tayem</i>
12:30-1:00	The Application of the Activity-based Costing System in Commercial Banks in Jordan
	<i>Dr. Nurah Musa Al-lozi & Dr. Hamzah Al Mawali</i>
1:00-1:30	The Determinants of Lines of Credit in an Emerging Economy
	<i>Dr. Ghada Tayem & Dr. Mohammad Tayeh</i>
1:30-2:30	Lunch Break
	Conference session 9: Management in Interdisciplinary Era (Chaired By Dr. Abdel Hakim O. Akhorshaideh)
2:30-3:00	Keynote Speech by Prof. Tomasz Ochowski (ONLINE)
	<i>Current Past? "Social Issue" as a global challenge for Management today</i>
3:00-3:30	The Impact of the Landscapes Diversity on the Geomorphological Tourism Industry: The Case of the Jordanian Badia
	<i>Prof. Ibrahim K. Alkurdi, Dr. Omar A. Alananzeh, Prof. Ra'ed Masa'deh, Khalid Ayeshe Alawneh, Kalsitinoor Set, Safiek Mokhlis</i>
3:30-4:00	Studying the Expectation Determinants of Environmental Management in Hotel Classified in the Aqaba Special Economic Zone (ASEZA)
	<i>Dr. Omar Jawabreh, Prof. Ra'ed Masa'deh, Dalia Tareq Mousa, Maryana Waleed Massadeh, Shahd Hassan Altamiimi</i>
4:00-4:30	The Future Work Management in the Education Sector: Remote Work and Flexible Work (Online)
	<i>Dr. Hisham Jadallah Mansour Shakhtra, Esraa Mohamed Ababneh</i>
4:30-5:00	Managing a Fiscally Neutral Transition from Internal Combustion Engine Cars to Electric Vehicles in Jordan (Online)
	<i>Aws Al-Rawashdeh</i>
5:00-5:30	Closing



Day 2	Wednesday May 17, 2023
Location	Hall 105 - Building 4
Time	
8:30-9:00	Registration
9:00-9:30	Keynote Speech by Prof. Viswanath Venkatesh - Main Auditorium - Building 1
	Conference session 10: Management and Markets (Chaired By Prof.Dr. Taghrid Suifan)
9:30-10:00	Supply Chain Management Practices and Supply Chain Performance: Under Environments of Volatility, Uncertainty, Complexity and Ambiguity (VUCA) <i>Mohannad Almomani & Dr. Karia Noorliza</i>
10:00-10:30	Do TQM Instigate Sustainable Development in Manufacturing Companies a Developing Country: The Mediating Role of Environmental Entrepreneurship <i>Ansam Abed Alrhim Albdeirat & Dr. Karia Noorliza</i>
10:30-11:00	The Impact of Organization Age on Learning Organization Dimensions: An Empirical Investigation <i>Dr. Najwa Mohammad Ashal, Prof. Ra'ed Masa'deh, Dr. Naseem Mohammad Twaissi, Dr. Gebreel Ahmad Almomany, Dr. Dimah Al-Fraihat</i>
11:00-11:30	Coffee Break
	Conference session 11: Technology and Economics (Chaired By Prof.Dr. Mahmoud Maqableh)
11:30-12:00	The Role of Digital Development and Technological Progress in Real Economic Growth: Empirical Evidences from Arab Region <i>Prof. Taleb Awad-Warrad</i>
12:00-12:30	Artificial Intelligence and Machine Learning in Business Operations: A Literature Review <i>Noureddine Lamairia</i>
12:30-1:00	The Role of Technology and Sustainability in Enhancing Operational Efficiency and Supply Chain Performance: A Conceptual Study <i>Bara Nayfe Alqudah & Dr. Karia Noorliza</i>
1:00-1:30	Central Bank Digital Currencies: A Critical Review <i>Lambis Dionysopoulos, Dr. Miriam Marra, Prof. Andrew Urquhart</i>
1:30-2:30	Conference session 12: ICT and Future Tech (Chaired By Dr.Mohammad khaled Al-Nawayseh)
2:30-3:00	The Impact of Cybercrime on the Usage of Internet Banking <i>Wafa'a Al-Surkhi & Prof. Mahmoud Maqableh</i>
3:00-3:30	A Machine-Learning based Conceptual Framework for Robust Project Planning and Scheduling under Uncertainty <i>Naser Musa Al-Lozi & Dr. Allen He</i>
3:30-4:00	The Power of Persuasion: Exploring the Impact of Social Engineering in the Digital Age <i>Rand K. Abdelhamid & Prof. Mahmoud Maqableh</i>
4:00-4:30	Blockchain Technology and Supply Chain Management <i>Dunia Elwaked & Dr. Karia Noorliza</i>
4:30-5:00	Q&A
5:00-5:30	Closing



Day 2	Wednesday May 17, 2023
Location	Hall 207 - Building 4 - The School of Business
Time	
8:30-9:00	Registration
9:00-9:30	Keynote Speech by Prof. Viswanath Venkatesh - Main Auditorium - Building 1
	Conference session 13: New issues in Business Accounting (Chaired By Dr.Ghada Moh'd Tayem)
9:30-10:00	The Impact of Applying Corporate Governance on Managing Risks and Profits in Jordanian Insurance Companies <i>Mamoun Aridah & Areej Hamad</i>
10:00-10:30	Towards an Understanding of the Technology Acceptance Antecedents in Digital Transformation: A Public Sector Perspective <i>Dr. Abeer F. Alkhwaldi, Prof. Ra'ed Masa'deh, Dr. Ali Tarhini, Dr. Amir Abdulmuhsin</i>
10:30-11:00	The Readiness of Jordanian-Listed Firms toward CAATTs Application in the Post Covid-19 Epidemic period <i>Abdul Rahman Al Natour, Dr. Hamzah Al-Mawali, Dr. Hala Zaidan, Dr.Rasmi Meqbel</i>
11:00-11:30	Coffee Break
	Conference session 14: Business and Sustainability (Chaired By Dr.Rima Al Hasan)
11:30-12:00	Antecedents of Tourist Revisit Intention to Cultural and Heritage Destinations in Jordan <i>Khalid Ayesh Alawneh, Kalsitinoor Set, Safiek Mokhlis</i>
12:00-12:30	The Mediating Role of Strategic Supplier Partnership on the Effect of Supply Chain Responsiveness on Competitive Advantage <i>Ala'a Al Frejat & Dr. Majd Al Omoush</i>
12:30-1:00	The Impact of a Sustainable Marketing Strategy on the Applying of Green Building Standards from the Point View of Members of the Jordanian Green Building Council <i>Tareq Al.Sqour & Dr. Majd Al Omoush</i>
1:30-2:30	Lunch Break
	Conference session 15: Business Transformation through Tech (Chaired By Dr.Jumana AL Zu'bi)
2:30-3:00	Explaining the Impact of Luxury Brands' Social Media Marketing Efforts on Consumers' Engagement with Brand-related Content <i>Saleh Bazi, Dr. Doa'a Hajawi, Dr. Farah Shishan</i>
3:00-3:30	Factors Determining the Behavioral Intention to Use Computer-Assisted Audit Tools and Techniques in Jordan: The Perspective of External Auditors <i>Dr. Abdulrahman Alnatour, Dr. Manaf Al-Okaily, Mohammad Alqam, Shatha Kawuq</i>
3:30-4:00	Factors Affecting SEO to Increase News Websites' Traffic in Jordan: Qualitative Study <i>Fedaa Al Emam, Dr. Zainah Qasem, Dr. Hazar Hmoud</i>
4:00-4:30	The Use of Social Media in Jordanian Municipalities <i>Dr. Diana Alfayez & Dr. Abdel Hakim Akholrshaidah</i>
4:30-5:00	Q&A
5:00-5:30	Closing



Day 2	Wednesday May 17, 2023
Location	Hall 201 - Building 4 - The School of Business
Time	Conference Graduate Students session 16: Future of Online Business (Chaired By Dr. Mohammad Orsan AL Zoubi)
12:00 - 12:15	The Influence of Consumer Personality Traits and Barrier Factors on Mobile Shopping Intention <i>Yara Hussein Al-shwiat & Prof. Ra'ed Masa'deh</i>
12:15-12:30	The Impact of Business Intelligence on Electronic Marketing: An Applied Study on Pharmaceutical Companies Listed on the Amman Stock Exchange <i>Majd Jamal Jubarn & Prof. Ra'ed Masa'deh</i>
12:30-12:45	The Impact E-WoM on E-Loyalty Mediated by E-Satisfaction and E-Trust <i>Mohammad Khalaf Al-Majali & Prof. Ra'ed Masa'deh</i>
12:45-1:00	Strategic Operational and Organizational Changes that Artificial Intelligence-CRM Integration Entail <i>Heba Atef Ali & Prof. Ra'ed Masa'deh</i>
1:00-1:15	The Role of the Internet of Things in Improving Electronic Payments <i>Sajeda Alqadi & Prof. Ra'ed Masa'deh</i>
1:15-1:30	Virtual Shopping Experience in the Metaverse and its Impact on Purchase Intention <i>Dania Abdullah AbuZer & Prof. Ra'ed Masa'deh</i>
1:30-2:30	Lunch Break
	Conference Graduate Students session 17: IT Project Management and Digital Marketing (Chaired By Dr. Khawlah Ali Abdalla Spetan)
2:30-:2:45	The Moderating Role of Music in the Effect of Advertising Videos on Commercial Advertisements Effectiveness: Neuromarketing Approach <i>Yazan AlKinanieh & Dr. Rami Al-Dweeri</i>
2:45-3:00	Exploring the Critical Success Factors for the Adoption of Virtual and Augmented Reality Technologies in IT Project Communication: A Quantitative Study <i>Yunus Hassan Fuad Al-Yahya & Dr. Ashraf Bany Mohammed</i>
3:00-3:15	Understanding the Importance of Social Media Marketing in the Hotel Industry in Jordan: A Qualitative Study <i>Hamza Elayan & Dr. Rami Al-Dweeri</i>
3:15-3:30	Critical Success Factors for IT Project Management: A Systematic Literature Review <i>Doaa Mohammad Al-Jariri & Dr. Ashraf Bany Mohammed</i>
3:30-3:45	Analyzing the Effectiveness of Training and Development Programs for IT Project Teams' Performance in the Telecommunications Sector in Jordan <i>Batool Kamal Sa'adat & Dr. Ashraf Bany Mohammed</i>
3:45-4:00	Assessing the Impact of Remote Work on IT Project Management in Jordanian Telecommunications Companies <i>Sara Karaman & Dr. Ashraf Bany Mohammed</i>
4:00-4:15	Reasons why IT Projects can Fail <i>Tala Alrousan & Dr. Ashraf Bany Mohammed</i>
4:15-4:30	Assessing the Impact of E-learning on Enhancing Student's Performance in The University of Jordan <i>Mariam Mohammad Abushalanfah & Dr. Ashraf Bany Mohammed</i>
4:30-4:45	The Impact of Machine Learning on Project Management <i>Ola Ahmad Abu-Ein & Dr. Ashraf Bany Mohammed</i>
5:00-5:30	Closing



Cultural Trip – Day 3

Day 3	Thursday May 18, 2023
Location	Main Auditorium - Building 1 - The School of Business
Time	
8:00-8:30	Closing Ceremony and Best Paper Award
	National Anthem
	Closing Remarks by Dean Prof.Dr.Ra'ed Masa'deh
	Best Paper Award Recognition
8:30 - 9:00	Gathering at Building 4 Parking
9:00	Heading to Petra (One of the New 7 Wonders of the World)
12:00- 3:30	Tour in Petra
3:30 - 5:00	Lunch in Petra City downtown
5:00 - 9:00	Heading Back to Amman