



*Under the Auspices of*

**Prof. Abdelkarim Al-Qudah**  
*President of University of Jordan*

**Prof. Younes Amr**  
*President of Al-Quds Open University*

The faculty of business at the University of Jordan (Jordan) & the faculty of administrative and economic sciences at Al-Quds Open University (Palestine) are organizing:

**The 8<sup>th</sup> Joint Scientific Conference**

Entitled:

**E-Business & E-Management Applications**  
**In Public and Private Organizations**

**April 23-25, 2019**

**Amman /Jordan**

At the University of Jordan - The Faculty of Business

### **Conference Significance:**

The ultimate purpose of this conference is to tackle electronic business and management applications in private and public sector organizations. This vital and trendy subject plays a crucial role in the economic growth and development of private and public organizations. Adopting e-business and e-management brings these organizations great advantages and many positive results. These results can be seen in the form of introducing new dimensions to the business, jobs, activities and processes that fulfill the customers' needs. They also provide new and various alternatives, reducing expenses, changing expenses structure, expanding the market size, maximizing profits, providing data and information on a wide scale, reducing buying, marketing and distribution obstacles, facilitating exchange among sellers and buyers and reducing the importance of physical location and positioning factors of businesses.

This joint international scientific conference focuses on e-business and e-management's multiple aspects, and discusses their role in making a substantial change in the organizations performance within its different aspects. This conference is a scientific and academic gathering for researchers, decision makers and organizations' directors from different countries to share their researches, studies and scientific experiences during the conference sessions under its various themes.

The main message of this conference is to link between the literature and theories related to the e-business and e-management on one side, and their applications in the public and private sector organizations on the other side. The conference aims at achieving and enhancing the concepts and practices of excellence, quality, innovation and competition, through its different research papers and practical experiences locally, regionally and internationally that will shed the light on the various themes of the conference.

### **Conference Objectives:**

This conference aims to achieve a number of objectives that will be tackled during the conference sessions. The results of the research papers will be disseminated to all parties of interest through published hard and soft copies.

The conference aims to achieve the following most important objectives:

- Highlighting the importance of e-business and its role to the success of the business organizations and increasing their expansion besides increasing their sales in the different markets;
- Emphasizing the strategic horizons and employment fields that will be achieved as a result of applying e-government and its role in facilitating the processes and procedures and achieving a high level of livelihood quality in favor of the users;
- Shedding light on the various ideas, concepts and theories related to e-business and e-management, clarifying ways of investing it in the best applications and practices in various types of organizations;
- Introducing the staff of the public and private organizations to the various requirements for the applications of the e-business and e-management;

- Identifying the various challenges and obstacles that face the e-business and e-management and providing constructive and effective suggestions to solve them;
- Participating in enriching the universities' graduates with theoretical knowledge and practical applications for this type of knowledge in order to help them establish their own small businesses as part of the strategic efforts that focus on building responsible and productive generations;
- Deepening professional cooperation between public and private organizations and enriching their administrations with scientific knowledge that will help in improving the performance quality.

## **Conference Themes:**

### **First Theme: E-Marketing:**

- E-marketing mix and its elements integration.
- The development of e-trade in the Arab world.
- Standards & policies for pricing products and services in e-markets.
- Pricing strategies in e-markets
- Determinants of pricing strategies in e-markets.
- Price comparison websites advantages and disadvantages.
- E-auctions; ways to utilize and maximize their benefits.
- Social media websites and their marketing role in e-markets.
- Pricing and non-pricing competitions in e-markets.
- Planning, developing, displaying and selling of products in e-markets.
- Goods & services' e-marketing efficiency
- Advertisement and publicity management in e-markets.
- Promoting goods & services via company's website.
- Promoting goods & services via search engines.
- Promoting goods & services via e-advertising.
- Promoting goods & services via e-mails.
- Spam e-mails implications, and their impact on promoting goods & services in e-markets.
- Promoting products via social media websites (face book, twitter, YouTube and others).
- Sponsored & paid advertisements to promote products in e-markets.
- Free-of-charge advertisements to promote products in e-markets.
- The use of viral marketing strategies in promoting goods & services
- Promoting goods & services & services via mobile.
- "Political marketing" applications in e-business.
- The applications of e-travel transactions through the internet.
- Marketing information system in e-markets.
- Determinants of e-marketing effectiveness & efficiency.
- Integration of e-marketing mix elements.
- Success stories in e-business sector.
- Marketing obstacles facing e-business organizations.
- E-flies phenomenon.
- The efficiency of the content marketing strategy in social media websites.
- Digital reputation management in private and public sector organizations.

## **Second Theme: E-Business' Administrative & Legal Environment:**

- The role of e-management in enhancing the effectiveness and efficiency of private and public sector organizations.
- E-business strategy (drafting e-business strategic plan, e-business strategy implementation, e-business strategy assessment, e-business strategy assessment indicators).
- Human resources e-management (E-recruiting, E-selection, E-training, E-training management, E-assessment...).
- The role of Social media websites in enhancing the performance of e-business & e-management.
- Applications of e-management in private and public sector organizations.
- Scientific research in e-management fields
- E-management for opinion polls via internet & Social media websites
- Organizing conferences, workshops and seminars in E-management fields.
- E-management and knowledge management.
- Organizations' integration in the virtual business.
- Administrative obstacles and challenges in transformation from traditional business to virtual management.
- Fundamental functions of e-management:
  - E-Marketing Management
  - E-Human Resources Management
  - E-Financial and Accounting Management
  - E-Operations Management
  - E-Information Systems Management
  - E-Sales Management
  - E-Research and Development Management
  - E-management as an approach for organizational development
  - E-management as an approach to organizational excellence
  - Requirements to apply e-business & e-management tools in private and public sector organizations.
  - Assessing the efficiency of e-management in private and public sector organizations.
  - E-management applications in the past, present and future.
- Approaches to evaluate e-business and e-management effectiveness.
- Social responsibility & content analysis in e-business.
- Organizational governance in e-business.
- E-management of crisis (administrative, economic, financial...).
- Legal environment of e-business in the Arab world.
- Electronic crimes in e-business and e-management.
- Legislation for e-government.
- E-business & money laundering crimes.
- E-business & human trafficking crimes.

## **Third Theme: Customers in E-Markets:**

- Electronic customer relations (e-CRM).

- Building and sustaining long-term customer relationships in e-markets.
- Achieving customers' satisfaction and loyalty in e-markets.
- E-shopping and the challenge of products quality assurance.
- Branding development and reputation building for products in e-markets.
- Personalization & make-to-order operations in e-business
- Mass customization in e-business industry.
- Consumers' attitudes towards e-business industry
- Strategies for attracting and sustaining customers in e-markets.
- Customers support services in e-markets.
- Factors influencing consumers' behavior in e-business industry
- Creative methods for attracting customers in e-markets.
- E-Systems management for customers complains.
- The role of customers' technological awareness and e-knowledge in the success of e-business and e-management applications.
- E-reservation for receiving the service and its role in improving the quality of the product.

#### **Fourth Theme: Competition & Competitive Advantages in E-Business Industry:**

- The competitive and strategic advantages gained in e-business industry.
- Competition among organizations in the e-markets.
- Applications of Porter's 5 Forces Model in e-markets.
- E-management as an approach to achieve competitive advantage
- E-entrepreneurships and small e-businesses
- Managing competitive advantage in e-business operations
- Sustaining competitive advantage in e-insurance services.
- Sustaining competitive advantage in e-banking & e-financial services.
- Excellence of services marketing in e-markets.
- Sustaining competitive advantage by providing "supporting services" for buying and selling processes via e-markets.
- Sustaining competitive advantage in e-agricultural services.
- The role of the academic majors (e-marketing and e-business) in the Arab universities in increasing the customers interest towards e-business and e-management.
- Creative and innovative methods in distributing products and services in e-markets.
- Recruiting e-business in supporting development.

#### **Fifth Theme: Technology, Education and E-learning:**

- E-stores' design, features, sustainability and success requirements
- E-management procedures in the Arab world.
- Strategic information systems in the virtual organizations.
- Cloud Computing for Organization.
- Managing big data and data warehouse.
- Designing and establishing e-stores for business organizations.
- Technical features for successful e-stores.
- E-applications for transportation systems.
- Technological challenges in applying e-business in organizations.

- E-business and e-management forms.
- "Internet of things" development, expansion, various applications and features.
- Providing educational services in the e-markets (education and e-learning).
- The efficiency and effectiveness of e-learning technology.
- E-learning techniques and the quality of designing curricula and e-books.

#### **Sixth Theme: Privacy and Security in E-business & E-management Operations:**

- Privacy elements and aspects in e-markets.
- The importance of building private relationship between customers and organizations in the e-markets.
- The risks of using personal data of the customers outside the privacy policies.
- Various technologies to protect the customers privacy in e-markets.
- Methods and techniques to achieve e-processes security.
- Data security and electronic spying.
- Financial transactions security in the e-markets.
- Electronic gaps in the e-payment system.
- Standards and protocols of e-business security.

#### **Seventh Theme: E-Finance & E-Accounting:**

- E-Banking.
- Taxes and customs on the electronic transactions through the internet (reality and challenges, solutions and suggestions).
- E-payment methods via internet.
- E-coins such as Bitcoin, Ethereum, Litecoin and Testnet and their usage in e-markets.
- Block Chain technology vs. virtual coins.
- Technology and stock exchange markets.
- Accounting information systems for e-business.
- Risks & challenges of recording financial transaction in e-business.
- Tax evasion in e-business.
- Cost accounting for e-business transactions.
- Costs of establishing and upgrading e-stores.
- Governmental support for e-business and e-management functions.
- Financial and accounting challenges in applying e-business in private and public sector organizations.
- E-business, e-management and financial inclusion.

#### **Eighth Theme: E-Economy:**

- "Smart economy" applications in private and public sector organizations.
- Digital economy, its applications and role in enhancing competitive advantage.
- Strategies of transformation to digital economy.
- Digital economy indicators.
- Digital economy and economic growth.
- Smart cities in the economic knowledge framework.

- Economic impacts of e-business.

### **Ninth Theme: E-government:**

- E-government objectives, types and implementation stages.
- Requirements of e-government.
- Main indicators of the readiness of e-government.
- E-government models.
- Creative solutions provided by e-government.
- Opportunities and challenges of e-government.
- E-government and anti-corruption.
- E-government, transparency and disclosure.
- E-government and customers privacy.
- The role of e-government in facilitating transactions and procedures and achieving life quality for the beneficiaries of its services.
- Displaying and assessing Arab countries experiences in applying e-governance with specific focus on successful experiences.

### **Conference Committees**

#### **Preparatory Committee:**

- Prof. Fayez Haddad/ Head of the Preparatory Committee/ Dean of the Faculty of Business/ University of Jordan/ Jordan.
- Dr. Alaa Al-Shakhshir/ Vice Chairman of the Preparatory Committee/ Al-Quds Open University/ Palestine.
- Dr. Adel Bino/ University of Jordan/ Jordan.
- Dr. Samer al-Dihyat/ University of Jordan/ Jordan.
- Dr. Taghreed Suaifan/ University of Jordan/ Jordan.
- Dr. Rushdi al-Qawasmeh/ al-Quds Open University/ Palestine.
- Dr. Hamzeh al-Mwaly/ University of Jordan/ Jordan.
- Dr. Mohammed al-Khataybeh/ University of Jordan/ Jordan.
- Dr. Zaid Obaidat/ University of Jordan/ Jordan.
- Dr. Mohammed al-Najar/ University of Jordan/ Jordan.
- Dr. Abdulhakim Akhorshaideh/ University of Jordan/ Jordan.
- Dr. Walid Shawaqfeh/ University of Jordan/ Jordan.
- Dr. Laila Dahabiya/ University of Jordan/ Jordan.
- Dr. Abdulqadir al-Darawish/ al-Quds Open University/ Palestine.
- Dr. Tareq al-Mabrouk/ al-Quds Open University/ Palestine.
- Dr. Noor al-Aqra' / al-Quds Open University/ Palestine.
- Dr. Atiah Musleh/ al-Quds Open University/ Palestine.
- Dr. Sabri Mushtaha/ al-Quds Open University/ Palestine.
- Dr. Jalal Shabat/ al-Quds Open University/ Palestine.
- Dr. Mohammed Talalweh/ al-Quds Open University/ Palestine.
- Mr. Ibrahim Elyan/ al-Quds Open University/ Palestine.
- Dr. Younis Jaafar/ al-Quds Open University/ Palestine.
- Mr. Nehad Asad Zawatyeh/ al-Mashreq Insurance Company/ Palestine.
- Ms. Amal al-Masri/ Middle East Business Magazine and News.
- Ms. Haya Abdeen/ al-Quds Open University/ Palestine.
- Mr. Awad Mashal/ al-Quds Open University/ Palestine.
- Mr. Iyad Ishtaya / al-Quds Open University/ Palestine.
- Faculty of Business Chief of Staff / University of Jordan/ Jordan.
- Head of Financial Unit/ University of Jordan/ Jordan.
- Head of Supplies Department/ University of Jordan/ Jordan.
- Head of Media and Public Relations/ University of Jordan/ Jordan.

- Head of Website Liaison office/ Faculty of Business/ University of Jordan/ Jordan.

### **Scientific Committee:**

- Dr. Yousef Abu Fara/ Head of the Scientific Committee/ Dean of the Faculty of Administrative and Economic Sciences/ al-Quds Open University.
- Prof. Fayez Haddad/ Dean of the Faculty of Business/ University of Jordan/ Jordan.
- Dr. Samer al-Dehyat/ Vice Chairman of the Scientific Committee/ University of Jordan/ Jordan.
- Dr. Marwan Darwish/ al-Quds Open University/ Palestine.
- Dr. Adel Bino/ University of Jordan/ Jordan.
- Dr. Eng. Islam Amr/ al-Quds Open University/ Palestine.
- Prof. Yousef Abu Zir/ al-Quds Open University/ Palestine.
- Prof. Samir Abu Znaid / Hebron University/ Palestine.
- Prof. Aysar Sosan/ Arab American University/ Palestine.
- Dr. Amal Al-Hileh/ Palestine Technical University/ Palestine.
- Dr. Abdelrahman Al-Silwadi/ al-Quds Open University/ Palestine.
- Dr. Taghreed Saeeffan/ University of Jordan/ Jordan.
- Dr. Sameh al-Atout/ An-Najah National University/ Palestine.
- Dr. Hamzeh al-Mawaly/ University of Jordan/ Jordan.
- Dr. Mohammed al-Khataybeh/ University of Jordan/ Jordan.
- Prof. Kamel Barbar/ al-Jinan University/ Lebanon.
- Prof. Mohammed al-Najar/ University of Jordan/ Jordan.
- Dr. Zaid Obaidat/ University of Jordan/ Jordan.
- Dr. Walid Shawaqafeh/ University of Jordan/ Jordan.
- Prof. Khalid al-Khatib/ Remah Center/ Jordan.
- Dr. Ghassan Shahin/ Palestine Polytechnic University/ Palestine.
- Dr. Zahran Daraghmeh/ Arab American University/ Palestine.
- Dr. Omar al-Slaiby/ al-Quds University/ Palestine.
- Dr. Hussain Abdulqader/ al-Istiqlal University/ Palestine.
- Dr. Salameh Salim/ al-Quds Open University/ Palestine.
- Dr. Alhussain Errami/ University of Agadir / Morocco.
- Prof. Husni Awad/ al-Quds Open University/ Palestine.
- Prof. Diab Jarrar/ al-Quds Open University/ Palestine.
- Prof. Fathallah Ghanem/ al-Quds Open University/ Palestine.
- Dr. Azmi al-Atrash/ al-Quds University/ Palestine.
- Dr. Odeh Masharqa/ al-Quds Open University/ Palestine.
- Dr. Sharif Abu Karsh/ Arab American University/ Palestine.
- Dr. Ibrahim Awad/ al-Quds University/ Palestine.
- Prof. Kamal Rzaïq/ University of Blida/ Algeria.
- Dr. Hiziyeah Zayed/ ENSSEA/ Algeria.
- Dr. Iyad al-Tamimi/ Al-Bayan University/ Iraq.
- Prof. Farid Kortel/ University of Skikda/ Algeria.
- Prof. Omar Abu Eideh/ al-Quds Open University/ Palestine.
- Dr. Alaa' al-Ani/ University of Mosul/ Iraq.
- Dr. Majid Mansour/ Arab American University/ Palestine.
- Dr. Ramez al-Tanbour/ al-Jinan University/ Lebanon.
- Dr. Kamel Abu Kweek/ al-Quds University/ Palestine.
- Dr. Khalid Zibdeh/ al-Quds Open University/ Palestine.
- Dr. Fadilah Boturah/ University of Alarbi Altebessi/ Algeria.
- Dr. Islam Abduljawad/ An-Najah National University/ Palestine.
- Dr. Ahmed Hirzallah/ al-Quds University/ Palestine.
- Dr. Majdi al-Kababji/ al-Quds Open University/ Palestine.
- Dr. Marwan Abu Hilal/ al-Quds Open University/ Palestine.
- Dr. Wael Mohammed Jibril/ Omar Al-Mukhtar University/ Libya.



## **Participating and Invited Parties:**

- Administrative leaderships of the public, private and civil organizations.
- Members of the directors councils from the various organizations.
- Researchers and faculty members from the related faculties, in addition to the regional, international, Palestinian and Jordanian research centers.
- Businessmen, investors and interested parties in the e-business and e-management.
- Postgraduate students and bachelor students from the related faculties.

## **Terms and conditions for participations**

- The research topic should be related to one of the conference's themes.
- **Full research papers should be submitted no later than 10/03/2019. Abstracts are not required to be submitted separately.**
- The Research should include an abstract in both Arabic and English. The abstract should be executive summary. The content should be proofread and edited. The word count should be 400-600 words. The abstract should include research title, researcher name, university or organization name and country name. It should also include all scientific elements that should be available in the research abstracts like the research's problem, importance, objectives, justifications, limitations, methodology, procedures, tools, most important results and recommendations, etc. Abstracts that follow these instructions will be published in the conference book, which will be distributed in the first day of the conference.
- The research should fulfill all the elements and basics of the scientific research.
- Research papers that have been previously presented in other conferences or published in any journal or currently being reviewed for publishing are not accepted.
- Theoretical scientific articles that include new ideas and concepts related to the conference themes are accepted.
- APA citation style should be used; the reference or source should be indicated in the text directly after the quoted paragraph and should include (the author's surname, year of publication and page number).
- References list should be included at the end of the research paper. If the reference is a book, the citation should include author's name, book title, translator name if any, place of publishing, publisher, edition, year of publication, and page number. If the reference is a journal, the citation should indicate the author name, research title, journal name, volume, date of publishing and page number.
- The research paper should be between 5000 and 7000 words, typed in a Word file, font 14 normal for the body of the text, and bold for the titles, with 1.5 line space, using Arial font. The margins should be 2.5 on all sides.
- The researchers should submit their CVs along with the research paper, specifying their general discipline, specific major, academic degree, academic title, the attended university and place of work (university or organization).
- The researchers should submit a colored copy of their passport.
- The conference administration is not obliged to provide reasons and justifications for research papers rejected by the scientific committee.
- Participation form should be filled and submitted.

**Participation fees:**

The fees for participating in this conference are \$200 for each researcher. The fees cover the expenses of accommodation in a hotel for all the conference days (for those who attend), transportation from and to the University in addition to the conference bag.

**Correspondences**

All correspondences, inquiries and researches should be addressed to:

**Prof. Fayez Haddad**

Dean of the Faculty of Business  
University of Jordan  
d.sayaydih@ju.edu.jo

**Dr. Yousef Abu Fara**

Dean of the Faculty of Administrative and Economic Sciences  
Al-Quds Open University  
abubeesan@yahoo.com , business@qou.edu

**Participation Form**

The participation form for the joint conference:

(between the University of Jordan and Al-Quds Open University)

**E-business and E-management Applications in Public and Private Organizations**

Research Title	
Researcher Name (first name, second name, middle name and surname)	
Mobile Number (with the country's international calling code)	
WhatsApp Number(with the country's international calling code)	
Academic Degree (PhD/MA)	
Academic title/position	
Specialization	
Place of Work (institution, city and state)	
Did you attach the participant CV? (attendees)	
Did you attach a colored copy of the passport of the participant? (attendees)	