

Invitation to Submit Researches
The Sixth Joint International Scientific Conference



University of Jordan



Al-Quds Open University

Under the auspices of

Prof. Azmi Mahafzah

President of the University of Jordan

Prof. Younis Amr

President of Al-Quds Open University

The school of Business at the University of Jordan (Amman/Jordan) and the Faculty of Administrative and Economic Sciences at Al-Quds Open University organize the Sixth Joint International Scientific Conference entitled:

**“Emerging Issues of Administrative and Economic Sciences
and their Role in Improving the Institutional Performance”**

(Refereed conference)

During 3-5/7/2018

At the University of Jordan (School of Business / the Big Hall)

The Importance of the Conference:

This joint international scientific conference tackles the recent developments in the administrative and economic sciences in its various sides and areas. It also identifies the role of these developments bringing about a positive change in the performance of the different institutions. This conference gathers academics, scientific researches, decision makers and institutions' directors from different countries in order to present their researches, studies and practical experiments related to the conference's subjects and areas.

The main mission of the conference is derived from the keenness of the conference's administration in the University of Jordan and Al-Quds Open University in linking the academic theories and literature with the applied practical reality through polarizing researches, studies, expertise and experiences that achieve this mission.

It is anticipated that the participated researches and practical experiences submitted in the conference will be an added value for the participants and will reflect positively on the different institutions that will adopt the outcomes of this international joint conference.

Objectives:

This joint conference seeks to achieve a group of objectives through the discussions and participations of the researchers and the participants within its different areas. The specific objectives are to:

- Exchange experiences and scientific and academic knowledge among the researchers and participants from different countries in the fields of administration and economic sciences, through presenting research papers and practical experiences about administrative and economic recent developments;
- Enhance the professional cooperation with the institutions, and enrich their administrations with updated scientific knowledge to help them improve their performance;
- Motivate the researchers to be aware of the recent developments in the fields of their specialty, and provide researches that participate in the development and institutional building; and
- Direct the participants and the decision makers in the institutions to the importance of the benefits of the administrative and economic developments in developing the schools and universities curricula in accordance with the labor market and the sustainable development needs.

Conference Topics:

1- Administrative development and its reflection on the institutional performance:

- Institutional conflict management developments;
- Achievement and time management developments;
- Human resources development and its strategic applications;
- Modern directions in polarizing efficiencies and their role in improving the institutional performance;
- Effective authorization and its reflections on building successful leaderships;
- Re-structuring the operations and their dimensions, areas, anchors and indicators of application;
- Change management in a dynamic world development;
- Modern directions in public relations and their reflection on institutions' distinction;
- Modern methods in processing loss and its relation to the level of performance;
- Quality management and ISO development;
- Agile management developments;
- Entrepreneurship and projects management (micro and macro) developments;
- Modern directions in NGOs management and its role in improving the institutional performance;
- Modern directions in dealing with job alienation in the institutions;
- Improving institutional justice system in the institutions and its role in improving the institutional performance;
- Administration and university leadership developments;
- Modern directions in the battle against administrative corruption;
- Administration philosophy in relation to the notion of exemption and its importance and impact in the development of entrepreneurial characteristics;
- Management by wondering/walking around (MBWA); its objectives, requirements, fields, applications and role in improving the institutional performance;
- Innovation in business and institutions management;
- Modern directions in simplifying working procedures;
- E-administration; its features, functions and stages of application; and
- Transformational administration and its role in improving the institutional performance.

2- Marketing development and its reflection on the institutional performance:

- Modern directions in building the sustainable competitive advantage;
- Sustainable marketing;
- Viral Marketing;
- Ethical marketing;
- Green marketing developments;
- Social media use in marketing and institutional public relations;
- E-marketing and competitive advantage developments;

- Mobile marketing;
- Marketing information system developments and its applications in the institutions;
- Marketing innovations;
- Modern directions in improving the quality of public utility services; and
- Designing and promoting educational curricula in accordance with the labor market needs.

3- Financial and accounting development and its reflection on the institutional performance:

- Innovation and creativity in the financing operations;
- Traditional financing and its applications in the institutions;
- Islamic financing and its applications in the institutions;
- Economic and financial crisis management developments;
- E-banking and developing the institutional performance;
- Financial behavior and developing the institutional performance;
- Financial engineering and developing the institutional structure;
- Financial accounting developments and their role in developing the institutional performance;
- Modern directions in disclosure and transparency within the accounting practices and their role in developing the institutional performance;
- The international accounting criteria developments and their role in developing the institutional performance;
- Finance, investment and accounting innovations and their role in developing the institutional performance;
- Accounting information system developments and their role in developing institutional performance;
- Administrative accounting methods developments and their role in developing institutional performance;
- Modern directions in financial control and their reflection on the institutional performance; and
- International accounting criteria role in the battle against the accounting fraud (creative).

4- Economic development and its reflection on the institutional performance:

- Green technology economics;
- Economics of entrepreneurship;
- Economic information and data management development;
- Economic policy development (financial policy, monetary policy...);
- Modern directions in development planning and policies;
- Digital economy and its applications in the Arab countries;
- Economic growth and development;

- Human capital and social capital;
- Sustainable economic development and its role in developing the institutional performance;
- Scientific research role in economic development;
- Formal vs. informal economy

5- Technological development and its reflection on the institutional performance:

- Digital economy and its reflection on the institutional performance;
- Economic smartness and its applications and reflections on the institutional performance;
- Keeping the institutions up with the technological developments;
- E-administration and its role in the effectiveness and efficiency of the institutions
- Virtual institutions;
- Strategic information systems developments and their reflections on the institutional performance;
- Smart systems and improving the institutional performance;
- Cloud Computing for institutions;
- Educational technology developments and the institutions' needs for it;
- E- money (virtual) and its use as a certified currency in the e-governments;
- Modern business institutions and developments of big data management and data warehouse management;
- Technological innovations; and
- Techniques of business institutions integration in virtual business series.

6- Ethical and environmental responsibilities for institutions and their reflections on the institutional performance:

- Ethical responsibility and its applications in the institutions;
- Environmental responsibility and its applications in the institutions;
- Leading models in the work ethics;
- Institutions, between the challenges of environmental and financial performances;
- Present featured experiences in the environmental performance field;
- ISO developments in the environmental field;
- Environmental criteria and sustainable development;
- Environmental disclosure;
- Accounting measures for environmental costs;
- The relations between environmental criteria and sustainable development; and
- Work ethics in the face of corruption.

Conference committees:

Conference Preparatory Committee:

- Prof. Refat Shannak/ Chairman of the Preparatory Committee/ Dean of the School of Business/ University of Jordan/ Jordan
- Dr. Alaa' Al-Shakhshir/ Vice- Chairman of the Preparatory Committee / Al-Quds Open University/ Palestine
- Dr. Diana Abu-Ghunmi/ Vice-Chairman of the Preparatory Committee / University of Jordan/ Jordan
- Dr. Samer Al-Dihyat/ University of Jordan/ Jordan
- Dr. Jumana Al-Zuobi/ University of Jordan/ Jordan
- Dr. Rushdi Al-Qwasmeh/ Al-Quds Open University/ Palestine
- Dr. Salameh Salim/ Al-Quds Open University/ Palestine
- Dr. Taghrid Soifan/ University of Jordan/ Jordan
- Dr. Walid Shawaqfah/ University of Jordan/ Jordan
- Dr. Abdulhakim Akhu Rasheedah/ University of Jordan/ Jordan
- Dr. Bashar Abu Khalaf/ University of Jordan/ Jordan
- Dr. Hamza Al-Mawali/ University of Jordan/ Jordan
- Dr. Dana Qaqish/ University of Jordan/ Jordan
- Dr. Zaid Obaidat/ University of Jordan/ Jordan
- Dr. Mahmoud Al-Moqabala/ University of Jordan/ Jordan
- Dr. Mahmoud Talalwah/ Al-Quds Open University/ Palestine
- Dr. Abdulqader Al-Darawish/ Al-Quds Open University/ Palestine
- Dr. Salman Al-Dirawi/ Al-Quds Open University/ Palestine
- Dr. Fadel Idah/ Al-Quds Open University/ Palestine
- Dr. Sabri Mushtaha/ Al-Quds Open University/ Palestine
- Dr. Jalal Shabhat/ Al-Quds Open University/ Palestine
- Dr. Anwar Al-Aqra'/ Al-Quds Open University/ Palestine
- Ms. Riham Muhaisin/ University of Jordan/ Jordan

Conference Scientific Committee:

- Dr. Yousef Abu-farah/ Chairman of the Scientific Committee/ Dean of Faculty of Business Administration and Economics/ Al-Quds Open University/ Palestine
- Prof. Refat Shannak / Dean of the School of Business/ University of Jordan/ Jordan
- Dr. Samer Al-Dihyat/ Vice- Chairman of the Scientific Committee/ University of Jordan/ Jordan
- Dr. Marwan Darwish/ Al-Quds Open University/ Palestine
- Dr. Diana Abu Ghonmi/ University of Jordan/ Jordan
- Dr. Alaa Alshakhshir/ Al-Quds Open University/ Palestine
- Dr. Samir Abu-Znaid/ Hebron University/ Palestine
- Dr. Saed Al-kawni/ An-Najah National University/ Palestine
- Dr. Hamza Al-Mawali/ University of Jordan/ Jordan
- Dr. Ibrahim Awad/ Al-Quds University/ Palestine
- Prof. Mahmoud Al-Jafari/ Al-Quds University/ Palestine
- Dr. Iyad Al-Tamimi/ University of Petra/ Jordan
- Dr. Nafe' Assaf/ Palestine Technical University/ Palestine
- Prof. Diab Jarar/ Al-Quds Open University/ Palestine
- Dr. Abdulhakim Akhu Rasheedah/ University of Jordan/ Jordan
- Prof. Fathallah Ghanem/ Al-Quds Open University/ Palestine
- Dr. Mahmoud Almoqabalah/ University of Jordan/ Jordan
- Dr. Taghrid Soifan/ University of Jordan/ Jordan
- Dr. Walid Shawaqfah/ University of Jordan/ Jordan
- Dr. Bashar Abu Khalaf/ University of Jordan/ Jordan
- Dr. Shaher Obaid/ Al-Quds Open University/ Palestine
- Prof. Farid Kortel/ university of Skikda/ Algeria
- Prof. Majid Sbaih/ Al-Quds Open University/ Palestine
- Dr. Omar As-Salibi/ Al-quds University/ Palestine
- Prof. Kamal Rzaïq/ University of Blida/ Algeria
- Dr. Fadi Qattan/ Bethlehem University/ Palestine
- Dr. Atieh Musleh/ Al-Quds Open University/ Palestine
- Dr. Sharif Abu Karsh/ American Arab University/ Palestine
- Dr. Abdulfattah Ashamleh/ An-Najah National University/ Palestine
- Dr. Islam Abduljawad/ An-Najah National University/ Palestine
- Dr. Amal Alhileh/ Palestine Technical University/ Palestine
- Dr. Suhail Sultan/ Birzeit University/ Palestine
- Dr. Yousef Hasan/ Birzeit University/ Palestine
- Dr. Majdi Al-kababji/ Al-Quds Open University/ Palestine
- Dr. Husain Abdulqader/ Alistiqlal University/ Palestine
- Dr. Abdulhamid Shaban/ Al-Quds Open University/ Palestine
- Dr. Jamil Annajar/ Al-Quds Open University/ Palestine
- Dr. Alhusein Alrami/ ben zohr University- Agadir, Morocco
- Dr. Alhusein Abudrar/ ben zohr University- Agadir, Morocco.

Conference participants and invitees

- University presidents, vice presidents, assistants, deans and department heads;
- Administrative leaders in public, private and civil organizations;
- Board of directors members in the different organizations;
- Faculty members and researchers in the business administration and economics faculties and international, regional, Palestinian and Jordanian research centers;
- Business men and investors in Jordan, Palestine and the whole world;
- The administration of the chambers of commerce, industry and agriculture; and
- Undergraduate and graduate students in the field of the administrative sciences and economics.

Terms and conditions of participation:

- The topic of the research must be related to one of the areas of the conference.
- Complete research must be submitted no later than 20/4/2018.
- Research must include an abstract in English and in Arabic; linguistically and scientifically, revised in written (not less than 400 words and not more than 600 words). Abstracts must include the title of the research (the name of the researcher and the name of the university or institution and the country). It should cover all scientific elements that should be available in research abstracts, such as the research problem, importance, objectives, justifications, scientific methodology, procedures and tools, key findings and recommendations. Abstracts will be published in the abstract booklet, which will be distributed on the first day of the conference.
- The researcher must adhere to the scientific method used in the preparation of research.
- Submit only new researches; research papers which were submitted in previous conferences or published in journals cannot be submitted in this conference.
- Research papers in the form of theoretical scientific articles containing new ideas and concepts within the themes of the conference can be submitted.
- It is important to list the references at the end of the research, if the reference is a book; it is required to mention the name of the author/ authors, the title of the book, and the name of the translator, if any (place of publication, publisher, edition, year of publication), and page number. If the reference is a magazine, the name of the author, title of the research, name of the magazine, the number and date of the journal, and the page number must all be mentioned.
- Use the APA style in citation, refer to the reference or source in the text directly after the quotation as follows: (author's family name, publication year, page number).
- The number of pages of the research should not exceed (30) printed pages using Arabic Transparent font size 14 for the body text, 14 bold for the titles, 1.5 line spacing, and 2.5 cm for the margins.
- It is required to attach the CV of the researcher, specifying the general specialization, major, degree, scientific rank, university of graduation, and the university or institution in which the researcher currently works.
- The administration of the conference is not obliged to submit a report on the reasons and justifications for rejecting the researches by the scientific committee.
- It is required to fill the attached participation form (Participation form for research participation).

The Conference Journal:

The approved conference papers will be published in a scientifically refereed journal.

Participation fees:

The fees for participation in a research paper is (150) US Dollars (administrative expenses from researchers participating from outside of Jordan). The conference shall cover accommodation expenses for researchers of approved researches (only one researcher).

Correspondences:

Please send your correspondences and inquiries to the following contacts (Both):

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Research Submission Form to Sixth Joint International Scientific Conference

**Emerging Issues of Administrative and Economic Sciences
and their Role in Improving the Institutional Performance**



University of Jordan



Al-Quds Open University

Title of research	
Full Name	
E-mail	
Mobile Phone Number (With country code)	
Country	
City	
Academic Degree (MA/PHD)	
Year of obtaining latest degree	
Country where you received your degree	
Academic rank	
Major	
Specialization	
Current work place (country, city, institution)	
How did you learn about this conference?	

Note: In case of a joint research, a separate form must be filled for each researcher.