

ICBTAMMAN'2024



**THE 10<sup>th</sup> INTERNATIONAL CONFERENCE ON  
BUSINESS AND TECHNOLOGY 2024**

**CONFERENCE PROGRAM**

School of Business, The University of Jordan  
Amman, Jordan

7<sup>th</sup> - 8<sup>th</sup> August 2024



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## INTRODUCTION

It is with great pleasure and honor that we welcome you to the 10th International Conference on Business and Technology (ICBT), hosted in by the School of Business at The University of Jordan in collaboration with the EuroMid Academy of Business and Technology in Turkey and Ahlia University, Bahrain.

The ICBT conference has a rich history of being a distinguished international event, having been hosted previously at renowned institutions such as the University of Cambridge, U.K and others. This year, the conference has attracted a diverse array of researchers from around the globe, with a total of 580 scientific research papers submitted for review. These papers underwent a rigorous evaluation process by a specialized scientific committee comprising experts from various universities. Out of these submissions, 340 papers were accepted and registered for presentation at the conference, catering to both online and in-person attendees.

In addition, we are honored to have extended invitations to 25 keynote speakers who will contribute their insights and expertise across various economic and scientific themes. These speakers include notable figures from governmental ministries, decision-making centers in Jordan, university presidents, and distinguished editors of scientific journals. They will be sharing invaluable perspectives on vital topics concerning the Jordanian economy, scientific research, and publishing.

For the first time, this year's conference includes a roundtable session aimed at fostering collaboration among Arab universities in the realms of scientific research. This session is designed to facilitate the formation of research groups to deliberate on critical issues shaping Arab nations in economic and social spheres.

In conclusion, we express our sincere gratitude to the organizers of the conference, notably the EuroMid Academy of Business and Technology in Turkey, Ahlia University in Bahrain, and all partner universities who have contributed to the preparation and seamless execution of this event. We extend our heartfelt appreciation to the scientific and organizing committees whose dedication and hard work have been instrumental in ensuring the success of this conference, befitting the esteemed reputation of the participating universities.

Finally, we hope that this conference will have a profound impact in forging stronger collaborations between academics, industry professionals, and decision-makers, ultimately contributing to the advancement of Arab economic and research landscapes.

Thank you.

### **Prof. Ra'ed Masa'deh**

Dean, School of Business  
The University of Jordan  
ICBT'Amman2024 conference Chair

## **ICBT'AMMAN2024**

The 10th International Conference on Business and Technology (ICBT), hosted in Amman in 2024, is organized by the School of Business at The University of Jordan, Jordan, and the EuroMid Academy of Business and Technology, Turkey, in collaboration with Ahlia University, Bahrain, and several strategic partner universities.

ICBTAmman'2024 is scheduled to take place on August 7-8, 2024, at the University of Jordan, Amman, Jordan, under the patronage of His Excellency Dr. Nathir Obeidat, the President of the University of Jordan.

ICBTAmman'2024 provides a platform for researchers, practitioners, scholars, and industry experts to exchange ideas, present research findings, discuss emerging trends, and explore the latest developments in the fields of business, technology, law, economics, and engineering.

This conference serves as a forum for interdisciplinary collaboration and knowledge dissemination, fostering innovative solutions to contemporary challenges and driving sustainable growth in a rapidly evolving global landscape. This conference encourages submissions that offer theoretical insights, empirical research, case studies, and practical applications in the various areas.

In addition, the conference also offers opportunities for academics and industry experts to meet and interact with local and international participants.

### **The ICBTCAMMAN'2024 aims to achieve other objectives as the following:**

- Highlighting business and technology problems that are faced by institutions in a scientific way, in addition to finding the possible practical solutions for them.
- Encouraging scientific research in business and technology areas which may contribute to sustainable improvements to it.
- The conference also offers opportunities for academicians and industry experts to meet and interact with local and international participants.

## CONFERENCE TRACKS

- i.** Innovation and Implementation of Emerging Technologies in Business
- ii.** Entrepreneurship, Start-ups, and Business Success
- iii.** Digital Transformation in Marketing and E-commerce
- iv.** Sustainable Finance, Innovation, and Business in Uncertain Situations
- v.** Supply Chain Management and Emerging Technologies
- vi.** Fourth Industrial Revolution: AI and FinTech for Business Success
- vii.** Data Analytics and Business Intelligence and Data-driven Decision Making in Business
- viii.** Cybersecurity Trends and Challenges in Business and Risk Management Strategies in the Digital Era
- ix.** Smart Cities and Urban Innovation
- x.** Digital Health Solutions, Telemedicine and Health Informatics and Electronic Medical Records
- xi.** Regulatory Compliance in the Digital Economy and Intellectual Property Rights and Technology Innovation
- xii.** Green Technologies and Sustainable Development
- xiii.** Emerging Trends in Engineering and Technology
- xiv.** Cultural Intelligence and Diversity Management and Global Business Strategies and Internationalization
- xv.** Digital Transformation in Education
- xvi.** Artificial Intelligence Implications in Accounting and Finance
- xvii.** The Role of Technology and Innovation in Forensic Accounting and Auditing

## CONFERENCE CHAIRMENSHIP

### HONORARY CHAIR



**H.E. PROF.  
NATHIR OBEIDAT**

President  
The University of Jordan

### CHAIR



**PROF.  
RA'ED MASA'DEH**

Conference Chair  
Dean  
School of Business  
The University of Jordan



**PROF.  
ALLAM HAMDAN**

Conference Co-Chair  
Dean  
College of  
Business and Finance  
Ahlia University  
Bahrain



**DR.  
BAHAAEDDIN ALAREENI**

Conference Co-Chair  
President  
EuroMid Academy of  
Business & Technology  
Turkey

## INVESTMENT IN HIGHER EDUCATION AHLIA UNIVERSITY CASE



**H.E. PROF. ABDULLA YUSUF AL HAWAJ**

**The Founding President  
Chairman, Board of trustees**

Ahlia University  
Bahrain

Dr. Abdulla Y. Al-Hawaj, the Founding President of Ahlia University, ranks in the top echelon of educational leaders in the Arabian Gulf. His incumbency in numerous managerial posts in prestigious organizations associated with educational development at a national level, his academic accolades from esteemed institutions, attests to Dr. AlHawaj's being in the vanguard of higher educational reform in the Kingdom of Bahrain. In recognition of Dr. Al-Hawaj's trail blazing contributions in the sphere of educational advancement in the Kingdom of Bahrain, he was appointed — by royal decree — as a member of the Supreme Committee for the Kingdom National Charter, in which he serves as the coordinator of its Educational Committee. Among his portfolio of managerial responsibilities is his membership in Higher Educational. Moreover, Dr. AlHawaj, since 2001, has served as the President of the Bahrain Association for Academics. He holds a Ph.D. and M.Sc. in Applied Mathematics from the University of Manchester (UK) and a B.Sc. (Hon.) in Mathematics from the University of Kuwait.

Dr. Al-Hawaj launched his distinguished academic career at the University of Bahrain, in which he held the successive posts of Dean of Student Affairs, Chairman of the Department of Computer Sciences, and Chairman of the Department of Mathematics. He attained the rank of Professor of Mathematics at the University of Bahrain and continued to serve the University of Bahrain in that capacity until 2005. Dr. Al-Hawaj's profound contributions to the fields of Mathematics, Computer Sciences, and Education through numerous research papers, books, media debates, and public discussions are vast. His unstinting dynamism, paradigm-shattering innovation and superlative achievement in the academic and social arena have accorded him a number of prestigious awards and honorariums.

Dr. Al-Hawaj has extensive experience in leading large multi-dimensional institutions. His signature use of pragmatic and innovative thinking in solving complex educational and business issues stems from his strong managerial and educational background. He is widely acclaimed as a pioneering architect of the private university in the Arabian Gulf and a leading proponent of excellence in Higher Education in the whole of the Middle East. Recently, he was elected as the President of the Association of Private Universities in the GCC countries and the Chairman of the Executive Office of The Association of Arab Private Institutions for Higher Education.

## HIGHER EDUCATION AND SCIENTIFIC RESEARCH IN ARAB UNIVERSITIES



**PROF. DR. SULTAN ABU ORABI**

**President**

Tishk International University

### KEYNOTE SPEECH

Professor Sultan T. Abu-Orabi is the President of Tishk International University in Iraq and a distinguished Professor of Organic Chemistry-Organometallics.

He has held various prominent positions in academia, including serving as the Ex-Secretary General of the Association of Arab Universities (AARU) and as the former President of several esteemed institutions such as Yarmouk University, Tafila Technical University, and Irbid University.

His career has been marked by significant leadership roles, including serving as the Secretary General of the Association of Arab Universities in Amman, Jordan from July 2011 to July 2018.



## ARAB WORLD SCIENTIFIC OUTPUT AND KNOWLEDGE DEPENDENCY IN INTERNATIONAL INDICATORS



### **PROF. SAMI AL-KHAZENDAR**

**Professor**  
**International Relations and Conflict Studies**

The Hashemite University  
Jordan

**Founder**  
e-Marefa Database and ARCIF Initiative

- Prof. Sami I. Al-Khazendar is a Professor of Conflict & Peace Studies at the Hashemite University.
- PhD in Political Science (Manchester University, U.K).
- Visiting Scholar, Department of Peace, and Conflict Research, UPSALA University, Sweden.
- Co-founder and Former Vice President, the University of Palestine.
- Founder, e-Marefa Database (the largest Database in the World for the Academic Arab Content),
- Chairman, the initiative of Arab Citations and Impact Factor (Arcif)
- Published many books and articles in many prestigious publishers and Journals in the USA, UK, Italy, Qatar, UAE, Algeria, and Jordan.

KEYNOTE SPEECH

**“S” AS SOCIAL: GLOBAL CREDIT MARKETS  
RESPONSES TO THE LABOR AND COMMUNITY ISSUES**



**DR. MIRIAM MARRA**

**Director of Equity, Diversity  
ICMA Centre**

University of Reading  
UK

Miriam Marra is an Associate Professor of Finance at the ICMA Centre and Co-Director of Equity, Diversity, and Inclusion (EDI) at Henley Business School, University of Reading. Prior to joining the ICMA Centre and Henley, Miriam was a Fellow at Warwick Business School where she completed her PhD in Finance.

She holds also an MSc in Economics and Finance from Warwick Business School, an M.Sc. in International Economics and Development from the University of Tor Vergata (Rome) and a B.Sc.in Economics from the same institution.

Her research interests are in the areas of empirical finance and span from corporate finance matters (corporate decisions and CEOs traits, gender diversity in C-suites and corporate boards, flexible work and EDI) to asset pricing topics (credit and liquidity risk, credit derivatives, financial markets information inefficiencies, ESG, and FinTech).

Miriam has presented her research work in many workshops and conferences in the UK and overseas. Miriam is the chief organiser and creator of the annual event “Women in Business” at Henley Business School since 2016 and writes and speak regularly in the media about topics of diversity, flexibility, and equality in the workplace.

## PROSPECTS AND CHALLENGES FOR FUNDING SCIENTIFIC RESEARCH



### **MS. ALAA ABU LAIL**

**Director**  
**Scientific Research, Innovation and Cultural Grants**  
Abdul Hameed Shoman Foundation (AHSF)  
Jordan

Ala' I. Abu Lail is the Scientific Research, Innovation and Cultural Grants Director at Abdul Hameed Shoman Foundation (AHSF). As a passionate and strong advocate for entrepreneurship, innovation and design thinking methods, Ala' has actively participated as spokesperson, evaluator, mentor and trainer in many initiatives and programs.

During the past few years, Ala' consulted on various projects where her portfolio includes innovation and entrepreneurship, education, training, financial solutions, and project management with several national and international organisations.

She received her BSc in Biomedical Engineering from Jordan University of Science and Technology. While an undergraduate student, Ala' performed two consecutive summer research-focused internships at Washington State University.

Her passion and motivation emanate from a life-long obsession with creativity. Ala' is constantly exploring various disciplines to broaden her knowledge and expertise.

## MEMBERS OF THE PANEL DISCUSSION # 1

### The Key Drivers of Investment in Jordan

#### PANEL DISCUSSION #1

#### MEMBER



**H.E.  
MS. KHOLOUD M. SAQQAF**

**Minister of Investment**

Ministry of Investment  
Jordan

Her Excellency Ms. Kholoud M. Saqqaf assumed the position of Minister of Investment in October of 2022. Ms. Saqqaf began her career at the Jordan Phosphate Mines Company's Research & Development Department for four years. She then moved to the Central Bank of Jordan where she held several positions during the periods 1993 – 2004, 2006 -2012 including Executive Manager of the Banking Supervision Department and Deputy Governor of the Central Bank of Jordan; thus, being the first Arab Woman to occupy such a regulatory position.

Ms. Saqqaf has a strong background in Corporate Governance, Internal Control and Islamic Banking, she prepared Corporate Governance guidelines, including preparation of Banks' Directors' Handbook of Corporate Governance / 2004, as well as establishing Internal Control regulations addressed to banks operating in Jordan.

In addition to the above, Ms. Saqqaf gained quite good experience in the insurance industry as she served as the Director of the Research Department at the Insurance Commission of Jordan during the period 2004-2006. Ms. Saqqaf joined Arab Bank in 2012 as Executive Vice President, Country Manager of Jordan & Palestine then she was appointed as Executive Vice President, Group Risk Management in November 2013 until October 2018 when she served as Head of the Social Security Investment Fund (SSIF), until she was appointed Minister of Investment On October 27, 2022. During her presidency of the Social Security Investment Fund (SSIF), Ms. Al-Saqqaf served as a member of SSIF Board as Vice-Chairperson, and as a board memberships of the Social Security Corporation, Royal Jordanian Airlines Company, the Center for Strategic Studies, the World Union of Arab Bankers, in addition to the Vice Chairperson position of the Arab Women Empowerment Commission emanating from the World Union of Arab Bankers.

Ms. Saqqaf served in different capacities on the Boards of the Central Bank of Jordan (Vice Chairperson), Jordan Mortgage Refinance Company (Chairperson), Social Security Corporation, Insurance Commission, Arab National Leasing Company and on the National Committee for Anti-Money Laundering and Counter Terrorist Financing. Moreover, she served as Vice Chairman on the board of the first Jordanian Credit Bureau Company CRIFJordan, Ethmar Islamic Microfinance Company, Business Development Centre. She also served as the President of the Board of the International Women's Forum – Jordan Chapter (2018-2021). Ms. Saqqaf holds a Master's degree in Economics and has more than 25 years' experience of banking, finance and financial regulation.

## PANEL DISCUSSION #1



**H.E.  
MRS. SUHAIR AL-ALI**

**Senator  
Rapporteur  
Financial and Economic Committee**

The Jordanian Senate

Her Excellency Mr. Suhair Al-Ali currently serves as a Senator, and is rapporteur of the Financial and Economic Committee and a member of a number of other committees. She is also Chair of the Jordan – Sweden Friendship Committee. She previously served as an Executive Chairman of the Social Security Investment Fund from 2016-2018.

Al-Ali served as a Senator from November 2010 till November 2011, and prior to that as Jordan's Minister for Cabinet Affairs in 2010 and as Minister of Planning and International Cooperation in three successive cabinets spanning 5 years from 2005. As Minister for Cabinet Affairs, she was entrusted with streamlining Cabinet business including forward planning and strategic direction.

In her capacity as Minister of Planning, she was entrusted with coordinating development planning and sourcing funding to support Jordan's development plan. She served as Jordan's Governor at the World Bank, Islamic Development Bank and the Arab Fund for Economic and Social Development, in addition to serving as the primary Jordanian contact at donor governments and development agencies. Her responsibilities also included oversight of Jordan's National Department of Statistics.

Prior to her ministerial appointments, Suhair Al- Ali held the position of General Manager and Country Corporate Officer for Citigroup in Jordan during the period from 1996- 2005. Al- Ali also held the position of General Manager and Representative of Saudi American Bank in New York during the period from 1992- 1996. She joined Citibank in Jordan after obtaining a Master's Degree in Development Economics, and a Bachelors of Science Degree in Foreign Service, both from Georgetown University.

Al- Ali currently serves as director on a number of not-for profit boards. She has led organizations and teams in both public and private sectors to receive the prestigious King Abdullah Award for Excellence for four award cycles during the period from 2000-2009. Al- Ali also served by appointment of His Majesty King Abdullah II on His Majesty's Economic Consultative Council, and as member of His Majesty's Economic Policy Council, along with being a member of several other Royal committees and initiatives.

## MEMBER



**H.E.  
DR. EZZEDDIN KANAKRIEH**

**Chief Executive Officer**

Social Security Investment Fund  
Jordan

Dr. Kanakrieh holds PhD degree in Finance, a Master's degree in Finance and Accounting, and a Bachelor's degree in Economics. He currently serves as Chief Executive Officer and Board Member of the Board of Social Security Investment Fund (SSIF).

Dr. Kanakrieh started his career as a Financial Accountant at the Jordanian Armed Forces during the period 1984 – 1986, then he moved to the Ministry of Finance where he climbed up the ladder till he held the position of the Ministry's Secretary General during the period 2007 – 2012. Throughout that period, he had a significant contribution in formulating policies, and implementing the reforming national & international fiscal & economic programs such as the Financial Reform Program, and the Economic Revision Program of the International Monetary Fund (IMF), and the programs of the World Bank Group.

Also, he supervised the implementation of Government Financial Management Information System (GFMS). During his term as Secretary General, the Ministry of Finance won the award of the King Abdullah II Award for Excellence in Government Performance and Transparency in 2008. In 2012, he was appointed as a Commissioner of the Jordan Securities Commission, throughout that period the Commission received the Seal of Excellence of the King Abdullah II Award for Excellence in Government Performance and Transparency in 2012.

In 2014, he was appointed for the second time as the Secretary General of the Ministry of Finance until 2018. In May 2018, Dr. Kanakrieh served as the Director General of the Social Security Corporation. He has also been entrusted with the duties and powers of the Chief Executive Officer of the Social Security Investment Fund under Article (6) of the Social Security Investment Fund and the Investment Board bylaw.

Upon a Royal Decree on June, 2018 Dr. Kanakrieh was appointed as a Minister of Finance until November, 2019. Dr. Kanakrieh served in different capacities on the Boards of the Social Security Corporation, Jordanian Duty Free, First Shop Company, Jordan Petroleum Refinery Company, Jordan Telecom Company, Aqaba Development Corporation, Jordan Free and Development Zones Group (JFDZ), Jordan Deposit Insurance Corporation (JODIC), the National Committee for Anti-Money Laundering and Counter Terrorist Financing, in addition to the Vice Chairperson of H.R.H the Chairperson the of the Jordanian Hashemite Fund for Human Development (JOHUD).

Upon a Royal Decree and as a recognition of his personal effort in the public service, Dr. Kanakrieh was honored in 2007 with the Royal Independence Medal of the Second Class.

## PANEL DISCUSSION #1

**DR. ADEL BINO****Chairman**Securities Commission  
Jordan

Dr. Bino became chairman on 5th Nov. 2023. He delivered his duties first as a commissioner at Jordan Securities Commission on 1st Oct. 2021 then as Deputy Chairman after he was an associate professor at the Department of Finance at The University of Jordan since 2007.

During that period, Dr. Bino held several administrative positions including Chair of the Department of Finance, Vice-Dean for Administrative Affairs, Director of Financial Funds Unit, and Director of Internal Audit and Control Unit.

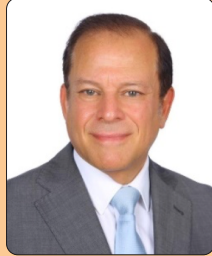
During his career, Also, He held several consulting and administrative positions including: Consultant on Macroeconomic and financial issues for government and private agencies, Member of The Board of Jordan Commercial Facilities Company and Deputy Chairman of Amman Stock Exchange in 2012.

He received B.Sc in Accounting from Yarmouk University, MBA/Finance from The University of Jordan, and M.Sc and PhD in Financial Economics from The University of New Orleans (USA) where he had taught courses in economics and finance at the University of New Orleans and the University of Louisiana-Lafayette.

Dr. Bino published several research papers in regional and international refereed journals focused on Corporate Governance, Trade Agreements, and Financial Risk Behavior, presented many research papers at local, regional, and international conferences.

## MEMBER

PANEL DISCUSSION #1



**DR. MOAYAD SAMMAN**

**Chairman  
Board Member**

ACWA Power's companies  
Jordan, and Oman

Dr. Samman is currently ACWA Power Country Manager for both Jordan and Iraq and during the year 2022, he was also acting Country Manager for Oman; in such capacities he is the chairman and board member of ACWA Power's companies in Jordan, and Oman. In addition to the above, Dr. Samman is also a board member of the Aqaba Development Corporation (ADC), a board member for the Pioneer Company (CAVET) and a board of trustees at Al Hussein Technical University (HTU) (Initiatives of the Crown Price Foundation).

With over 30 years of operational experience in the management of small, medium, large and mega business operations, Dr. Moayad has been a Chairman and Board Member in over 50 local and international professional business association and companies including Global Investment companies in the fields of heavy industries, Power and Water, real estate development, hospitality, education, banking, agriculture and trading.

Alongside these memberships, Dr. Samman actively participated in many board committees including Governance, Remuneration, Investment, Internal Audit and Compliance. He has previous professional experiences in both public and private sectors organizations covering a diverse array of fields from general managements, business development, communications, finance, business process re-engineering to engineering research with special interests in investments.

Dr. Moayad received his PHD and MSC in Industrial and Mechanical Engineering from Loughborough University and obtained his graduate and undergraduate studies with First Honors in Civil Engineering and Industrial Engineering from the University of Jordan.

Dr. Moayad had been awarded the British Chevening Scholarship by the Foreign and Commonwealth Office and has been selected by the Eisenhower Exchange Fellowship Inc for the year 2005 to represent Jordan, Dr. Samman was also elected in 2017 as the President for the Jordan Wrestling Federation.

Dr. Moayad has also been appointed as senior examiner for many Business Excellence Awards including the King Abdullah Award for both the public sector and the private sector.

MEMBER



## PANEL DISCUSSION #1

**DR. RAAD AL-TAL****Chairman**

Economics Department School of Business

The University of Jordan  
Jordan

Dr. Raad Al-Tal is the current chairman of the Economics Department at the University of Jordan. He holds a PhD in economics from the University of Aberdeen in the United Kingdom and specializes in macroeconomic and monetary economics and economic modeling.

In 2016, he was awarded the Hussein Fund for Excellence in Economic Research Award for the best master's thesis in the field of economic growth and sustainable development. He also received a PhD scholarship for distinguished students from the Economics Department at the University of Jordan.

Dr. Al-Tal played a significant role as a member of the economic modernization vision team at the Royal Hashemite Court, contributing to the preparation of the macroeconomic model for the vision. His diverse responsibilities have included directing and supervising trainee projects at the Crown Prince Foundation, reviewing for several economic scientific journals, and serving as a member of the research faculty at the Institute of Political and Social Sciences. Additionally, he supervised the University of Jordan's radio station and worked as an economic researcher, official spokesperson, and secretary of the Anti-Corruption and Integrity Commission.

Dr. Al-Tal has published several studies and research papers in macroeconomics, corruption economics, and applied econometrics. He also writes a weekly economic column in the Jordanian newspaper Al-Ghad.

## MODERATOR

## MEMBERS OF THE PANEL DISCUSSION # 2

### Scientific Publishing in Arab Journals: Challenges in Classification and Dissemination

PANEL DISCUSSION #2



**PROF. KHALED HUSSAINEY**

**Editor-in-Chief**

Journal of Financial Reporting and Accounting

Bangor University  
UK

Khaled Hussainey is a Professor of Accounting at Bangor University. He has published more than 110-refereed papers in academic journals and international conference proceedings.

He has a rapidly growing research reputation around his principal research area concerned with corporate narrative reporting. He has been awarded the prestigious 2007 Best Paper Award of the British Accounting Review for his paper "Loss firms' annual report narratives and share price anticipation of earnings" and the prestigious 2012 Best Paper Award of the Journal of Risk Finance for his paper "Revisiting the capital structure puzzle: UK evidence".

His publication appears top-quality journals such as Accounting and Business Research, British Accounting Review, International Review of Financial Analysis; Journal of Accounting and Public Policy, Review of Quantitative Finance and Accounting and Journal of International Accounting, Auditing, and Taxation.

He is a Co-Editor-in-Chief of JFRA and Associate Editor of JAAR and IJAAPE.

MEMBER

## PANEL DISCUSSION #2

**PROF. AJLAN BIN MOHAMMED AL-SHEHRI****Editor-in-Chief**

Public Administration Journal

Institute of Public Administration  
Saudi Arabia

Professor Ajlan M. Alshehri has been a faculty member at the Institute of Public Administration in Saudi Arabia since November 2020.

He has been a member of the institute's Scientific Council since 2018, a member of the Scientific Excellence Committee since 2020, and the Editor-in-Chief of the Journal of Public Administration since 2018.

Additionally, he has served as a part-time consultant at the National Labor Observatory, a division of the Human Resources Development Fund "Hadaf," since 2020.

## MEMBER



**PROF. ABDALLAH A. EL-KHATIB**

**Previous Editor in Chief**

Journal of College of Sharia and Islamic Studies

Qatar University  
Qatar

Professor Abdallah El- Khatib (From Lebanon)

Ph.D in Quranic Studies and Exegesis, Manchester University, 1993.

Professor of Quranic Studies at Qatar University since 2017. He have taught at many Universities since 1991 till now such as: Manchester Metropolitan University in UK, Beirut Islamic University in Lebanon, Al Al al-bayt University in Jordan, University of Sharjah in UAE, Northern Border University in KSA.

He have taken many leading positions like dean of the college of Sharia and Islamic Studies at University of Sharjah in UAE, and editor in chief of some journals such as Journal of College of sharia and Islamic Studies, Qatar University from 2018 till Spring 2024.

The managing director of Journal of the North for Humanities, at the Northern Border University, Arar, Kingdom of Saudi Arabia from 2014-2017. He published two books and more than twenty-five articles in refereed journals and international conferences.

**Areas of interest:** Quran translations into English, Philosophical exegesis, Orientalism, Quranic manuscripts especially early Mushafs, and Muslim minorities in South America.  
Some of his Publications include:

- Jerusalem in the Quran, British Journal for Middle Eastern Studies, May 2001, Vo.28, (1), pp. 25-53, Britain.
- Translations of the Meanings of the Holy Qur'an into English Language (From 1649 till 2013) A Critical Edition, University of Sharjah, 2014.
- E-mail: aelkhatib@qu.edu.qa

**DR. HAMAD ALAJMI****Editor-in-Chief**

Arab Journal of the Humanities

Kuwait University  
Kuwait

Hamad Alajmi is an accomplished academic and editor specializing in Arabic literature with extensive experience in both teaching and publishing. Currently serving as Acting Editor-in-Chief for the Arab Journal for The Humanities and as an Associate Professor at Kuwait University.

Recognized for significant contributions to scholarly research, innovative curriculum design, and effective academic administration. Dedicated to advancing literary scholarship and promoting excellence within the academic community.

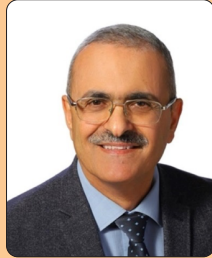
He holds a Ph.D. in Near Eastern Languages and Cultures from Indiana University, Bloomington, completed in 2012. Prior to this, he earned an M.A. in Near Eastern Languages and Cultures from the same institution in 2008. He began his academic journey with a B.A. in Arabic Language and Literature from Kuwait University, awarded in 2004.

As an Acting Editor-in-Chief of the Arab Journal for The Humanities, Hamad Alajmi oversees the editorial board and manages the journal's publication process, ensuring that all research meets high standards of quality and relevance within the humanities.

In this role, he is responsible for developing and implementing strategies to enhance the journal's impact and extend its reach within the academic community, thereby contributing to the advancement of scholarly discourse in the field.

Since 2012, Hamad Alajmi has been influencing the academic field as a professor of Arabic literature in the Department of Arabic Language and Literature at the College of Art, Kuwait University. He teaches a range of undergraduate and graduate courses in Arabic literature, literary theory, and folk literature, while also supervising student research, theses, and dissertations.

His role involves contributions to curriculum development and course design, ensuring that the academic offerings remain rigorous and relevant. Additionally, he actively conducts and publishes research in academic journals and presents his findings at academic conferences, thereby advancing scholarly discourse in his field.



**PROF. DR. HANI AL-DMOUR**

**Editor-in-Chief**

Jordan Journal of Business Administration

The University of Jordan  
Jordan

Professor Al-Dmour is a renowned expert in international marketing, with a particular focus on export marketing behavior and services marketing. His research has delved into consumer behavior in international markets, the impact of cultural differences on marketing strategies, and the role of services marketing in global business.

He commenced his academic journey by obtaining a bachelor's degree in business management from the University of Jordan in 1983, followed by an MBA from the University of Edinburgh in 1986. His academic prowess was further highlighted by his achievement of a Ph.D. in export marketing behavior from the University of Sheffield in 1993.

Professor Al-Dmour's contributions to the field are not just vast and diverse, but also impactful, with over 120 scientific articles and eight books to his name. This extensive body of work, which has been widely cited and referenced, has established him as a preeminent figure in marketing and quality management within the realm of higher education.

His influential role in academia is evident from his six-year tenure as the chief editor of the Jordan Journal of Business Administration and two years on the editorial board of DIRSAT at the University of Jordan. Additionally, his expertise has been acknowledged through his six-year involvement with the Accreditation Council of Higher Education Institutions.

Professor Al-Dmour's administrative capabilities are not just noteworthy, but also widely recognized. Before being appointed General Secretary for the Ministry of Higher Education, he held the prestigious position of President at the University of Jordan's Aqaba Branch, where he was responsible for overseeing academic programs, faculty recruitment, and student affairs.

His extensive leadership experience includes roles such as Vice-President for the Faculties of Humanities Affairs from 2012 to 2014, where he spearheaded initiatives to enhance the quality of humanities education, Dean of the Faculty of Graduate Studies from 2005 to 2008, where he implemented policies to support graduate student research, and Dean of the Faculty of Business at the University of Jordan, where he led efforts to strengthen the business curriculum.

His acumen and insights have been sought after as a consultant by various international and national entities.

In recognition of his significant contributions to the field, Professor Al-Dmour was awarded the prestigious Abdel-Hameed Shuman Prize for Young Arab Scientists in 1999. This award, which recognizes outstanding young scientists in the Arab world, marked a significant milestone in his career and underscored his potential for future contributions.

He is a respected participant and speaker at global scientific conferences focusing on Arab commerce and economics, and research centers frequently seek his expertise in marketing. His active participation in several business administration committees at leading universities worldwide demonstrates his commitment to academic excellence.

His former role as the University of Al al-Bayt president is a testament to his enduring dedication to academia and leadership.

PANEL DISCUSSION #2



**PROF. ALLAM HAMDAN**

**Editor-in-Chief**

Journal of Business  
and Socio-economic Development

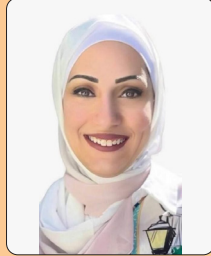
Ahlia University  
Bahrain

- Dean of College of Business and Finance at Ahlia University and leading a mission driven process for International Accreditation for the college by AACSB.
- Full Professor, he is listed within the World's top 2% scientists list by Stanford University (2022-2023).
- Achieved the highest (1st) scientific research citation among the Arab countries according to Arcif for the last 6 years 2018-2023.
- Awarded the First Prize of Al-Owais Creative Award, UAE, 2019 and 2017; the Second Prize of Rashid bin Humaid Award for Culture and Science, UAE, 2016; the Third Prize of Arab Prize for the Social Sciences and Humanities, 2015 in Qatar and the First Prize of "Durrat Watan", UAE, 2013, and Received the Al Hussein Fund for Excellent Award 2024.
- Editor-in-Chief of the Journal of Business and Socio-economic Development, Ahlia University and Emerald and book series titled "Technological Innovation and Sustainability for Business Competitive Advantage" in collaboration with Emerald.

MEMBER



## PANEL DISCUSSION #2

**DR. HALA ZAIDAN****Panel Moderator**

Accounting Department, School of Business  
The University of Jordan  
Jordan

Dr. Hala Zaidan is assistant professor of accounting in the school of business- the University of Jordan. Dr. Zaidan has a PhD from university of Leeds and had participated in several conferences such as EAA, BAFA, ICGER and IBDE. Her main research areas are financial analysts' forecasts, institutional investors trading, financial statements analyses and auditing.

Hala has published in reputable peer-reviewed journals (e.g. Journal of Financial Reporting and Accounting, Competitiveness Review, Australasian Accounting, Business and Finance Journal, Cogent business and management, and VINE Journal of Information and Knowledge Management Systems).

Dr. Zaidan had served as head of the accounting department for 2 years (2020-2022) in the University of Jordan and currently works as assistant dean for international accreditation and rankings. Dr. Zaidan also provides regular training in CMA and JCPA for accounting professionals.

## MODERATOR

## MEMBERS OF THE PANEL DISCUSSION # 3

### Meet the Editors

#### PANEL DISCUSSION #3

#### MEMBER



#### **PROF. KHALED HUSSAINEY**

**Editor-in-Chief**

Journal of Financial Reporting and Accounting

Bangor University  
UK

Khaled Hussainey is a Professor of Accounting at Bangor University. He has published more than 110-refereed papers in academic journals and international conference proceedings.

He has a rapidly growing research reputation around his principal research area concerned with corporate narrative reporting. He has been awarded the prestigious 2007 Best Paper Award of the British Accounting Review for his paper "Loss firms' annual report narratives and share price anticipation of earnings" and the prestigious 2012 Best Paper Award of the Journal of Risk Finance for his paper "Revisiting the capital structure puzzle: UK evidence".

His publication appears top-quality journals such as Accounting and Business Research, British Accounting Review, International Review of Financial Analysis; Journal of Accounting and Public Policy, Review of Quantitative Finance and Accounting and Journal of International Accounting, Auditing, and Taxation.

He is a Co-Editor-in-Chief of JFRA and Associate Editor of JAAR and IJAAPE.

**PROF. MOHAMMAD KABIR HASSAN****Editor-in-Chief**

International Journal of Islamic  
and Middle Eastern Finance and Management

University of New Orleans  
USA

Professor Dr. M Kabir Hassan is Professor of Finance in the Department of Economics and Finance at the University of New Orleans. He currently holds four endowed Chairs-Hibernia Professor of Economics and Finance, Hancock Whitney Chair Professor in Business I, Hancock Whitney Chair Professor in Business II, and Bank One Professor in Business- in the University of New Orleans.

Professor Hassan is the Winner of the 2016 Islamic Development Bank (IsDB) Prize in Islamic Banking and Finance. Professor Hassan received his BA in Economics and Mathematics from Gustavus Adolphus College, Minnesota, USA, and M.A. in Economics and Ph.D. in Finance from the University of Nebraska-Lincoln, USA respectively.

Dr. Hassan stood first in combined merit list in the Secondary School Certificate (SSC, equivalent to O level) in 1978 from Cumilla Zilla School, Cumilla, Bangladesh in 1978 and Higher Secondary Certificate (HSC, equivalent to A level) in 1980 from Cumilla Victoria Government College, Cumilla, Bangladesh in 1980, respectively. Professor Hassan was a Senior Fulbright Scholar for 2022-2023.

Professor Hassan is a financial economist with consulting, research and teaching experiences in development finance, money and capital markets, Islamic finance, corporate finance, investments, monetary economics, macroeconomics, Islamic banking and finance, and international trade and finance. Professor Hassan has done consulting work for the World Bank, International Monetary Fund, African Development Bank, Transparency International-Bangladesh (TIB), Islamic Development Bank, United Nations Development Program (UNDP), the Bangladesh Bank, the Central bank of Saudi Arabia (formerly Saudi Arabian Monetary Authority (SAMA), Government of Turkey and many private organizations.

Professor Hassan has been elected a Board Member of Ethics and Governance Committee and Education Board of the Accounting and Auditing Organization for the Islamic Financial Institutions (AAOIFI) for two terms (2000-2003 and 2024-2028) Professor Hassan served as the Distinguished Visiting Professor at the National University of Malaysia (UKM) and UiTM, Malaysia. Dr. Hassan is an Advisory Council Member of the World Awqaf and Zakat Forum (WAZF). Professor has served as Member of the Oxford University Said Business School faith-based investing initiative. He serves on the Christin Michelson Institute (CMI) wo work on Islamic finance in the Nordic/Scandinavian countries.



**PROF. SABRI BOUBAKER**

**Editor-in-Chief**

Journal of International Financial Management & Accounting

EM Normandie Business School  
France

Swansea University  
UK

Editor-in-Chief

[Journal of International Financial Management & Accounting](#)

(Wiley, IF 9.4, CiteScore 9.1)

Sabri Boubaker is a Professor of Finance at EM Normandie Business School (France) and the [University of Swansea](#) (United Kingdom). Sabri holds a Ph.D. in Finance from the University of Paris Est (2006). He is the recipient of “The Economic Research Foundation’s Research Award 2022” from the “Centrum för Forskning om Ekonomiska Relationer, Sweden” and the best corporate finance paper award at the 2023 Asian Finance Conference.

Sabri Boubaker has published many academic papers (+120 papers) in international refereed journals: Journal of Corporate Finance, Journal of Banking and Finance, Journal of International Money and Finance, Financial Management, Journal of Business Ethics, Journal of Economic Dynamics and Control, Auditing: A Journal of Theory & Practice, British Journal of Management, and British Accounting Review. Pr. Boubaker has also edited fifteen books on corporate finance, corporate governance, and corporate social responsibility. He is also the co-director of the book series [Transformations in Banking, Finance and Regulation](#).

Pr. Boubaker serves a on editorial boards of many accounting and finance academic journals, such as British Journal of Management, Journal of International Financial Markets, Institutions & Money (AE), International Review of Financial Analysis (AE), International Review of Economics and Finance (AE), International Journal of Finance & Economics (AE), Emerging Markets Review (SE), Economic Modeling (SE), Finance Research Letters (AE), Global Finance Journal (AE), Research in International Business and Finance (AE), and Business Ethics, the Environment and Responsibility (AE),

Sabri Boubaker is the co-founder and co-chair of the annual [Paris Financial Management Conference \(2013–\)](#), [The Vietnam Symposium in Banking and Finance \(2016\)](#), and the [Annual Meeting of the International Society for the Advancement of Financial Economics](#).

## PANEL DISCUSSION #3

**DR. KHALDOON ALBITAR****Senior Lecturer in Accounting**University of Glasgow  
UK

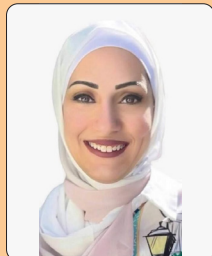
Khaldoon joined the Adam Smith Business School in February 2024 as a Senior Lecturer in Accounting. Previously, he served as a Senior Lecturer in Accounting and Finance & Programme Leader of BA (Hons) Finance/Business with Business Communication Programmes at the University of Portsmouth.

His research has been published in prestigious journals including Research Policy, Business Strategy and the Environment, Review of Quantitative Finance and Accounting, Technological Forecasting and Social Change, Journal of Environmental Management, and International Journal of Finance and Economics, among others.

He also holds significant editorial roles, acting as the Associate Editor of Business Strategy and the Environment, Corporate Governance: The International Journal of Business in Society, and Journal of Applied Accounting Research.

## MEMBER

PANEL DISCUSSION #3



**DR. HALA ZAIDAN**

**Panel Moderator**

Accounting Department, School of Business  
The University of Jordan  
Jordan

Dr. Hala Zaidan is assistant professor of accounting in the school of business- the University of Jordan. Dr. Zaidan has a PhD from university of Leeds and had participated in several conferences such as EAA, BAFA, ICGER and IBDE. Her main research areas are financial analysts' forecasts, institutional investors trading, financial statements analyses and auditing.

Hala has published in reputable peer-reviewed journals (e.g. Journal of Financial Reporting and Accounting, Competitiveness Review, Australasian Accounting, Business and Finance Journal, Cogent business and management, and VINE Journal of Information and Knowledge Management Systems).

Dr. Zaidan had served as head of the accounting department for 2 years (2020-2022) in the University of Jordan and currently works as assistant dean for international accreditation and rankings. Dr. Zaidan also provides regular training in CMA and JCPA for accounting professionals.

MODERATOR

## MEMBERS OF THE PANEL DISCUSSION # 4

### Innovating for Sustainability

#### PANEL DISCUSSION #4



#### **PROF. KHALED HUSSAINEY**

**Editor-in-Chief**

Journal of Financial Reporting and Accounting

Bangor University  
UK

Khaled Hussainey is a Professor of Accounting at Bangor University. He has published more than 110-refereed papers in academic journals and international conference proceedings.

He has a rapidly growing research reputation around his principal research area concerned with corporate narrative reporting. He has been awarded the prestigious 2007 Best Paper Award of the British Accounting Review for his paper "Loss firms' annual report narratives and share price anticipation of earnings" and the prestigious 2012 Best Paper Award of the Journal of Risk Finance for his paper "Revisiting the capital structure puzzle: UK evidence".

His publication appears top-quality journals such as Accounting and Business Research, British Accounting Review, International Review of Financial Analysis; Journal of Accounting and Public Policy, Review of Quantitative Finance and Accounting and Journal of International Accounting, Auditing, and Taxation.

He is a Co-Editor-in-Chief of JFRA and Associate Editor of JAAR and IJAAPE.

#### MEMBER



**DR. FADI ALKARAAN**

**Associate Professor of Accounting, Governance & Sustainability**

University of Lincoln  
UK

Fadi is Professor of Accounting & Finance, working at University of Lincoln as Associate Professor of Accounting, Governance & Sustainability. Fadi is Visiting Professor of Accounting, Governance & Sustainability, EM Normandie Business School (AACSB, AMBA, and EQUIS) (Dubai) 2023-2024.

Affiliate Professor (Research Fellowship Programme) at Gulf Finance Centre, Gulf University for Science & Technology (AACSB), Kuwait (2023-2024), Affiliate Professor at the Institute of Management Technology (IMT) Dubai, UAE (2022-2023).

Fadi promoted to Professor of Accounting and Finance (July 2020) at Jinan University (Lebanon), Affiliate PhD /DBA supervisor at Gloucestershire University (2020-to date). Fadi promoted to Associate Professor of Accounting and Finance at Aleppo University (2012).

Fadi is Senior Fellow of The Higher Education Academy (SFHEA), UK, joined the University of Lincoln (2018) as Senior Lecturer in Accounting and Finance. He brought with him a diverse international experience having taught in different Universities in a number of different countries including the University of Manchester (UK); Cork University Business School (Ireland) Grafton College of Management Sciences (Ireland); Abu Dhabi University and United Arab Emirates University (UAE); Gulf Private University and the University of Aleppo. He has experience of validations, PARs and other curriculum development.

He received his PhD. Accounting and Finance from Manchester Business School (MBS) in 2005. He completed his PhD under the supervision of three pioneers of Management Accounting: Professor Trevor Hopper, Professor Deryl Northcott, and Professor Ted O'Leary. His PhD. thesis titled "Strategic investment decisions and investment appraisal in UK companies".



**DR. KHALDOON ALBITAR****Senior Lecturer in Accounting**University of Glasgow  
UK

Khaldoon joined the Adam Smith Business School in February 2024 as a Senior Lecturer in Accounting. Previously, he served as a Senior Lecturer in Accounting and Finance & Programme Leader of BA (Hons) Finance/Business with Business Communication Programmes at the University of Portsmouth.

His research has been published in prestigious journals including Research Policy, Business Strategy and the Environment, Review of Quantitative Finance and Accounting, Technological Forecasting and Social Change, Journal of Environmental Management, and International Journal of Finance and Economics, among others.

He also holds significant editorial roles, acting as the Associate Editor of Business Strategy and the Environment, Corporate Governance: The International Journal of Business in Society, and Journal of Applied Accounting Research.

PANEL DISCUSSION #4



**DR. AHMED ELAMER**

**Senior Lecturer in Accounting**

Brunel University London  
UK

Ahmed Elamer joined Brunel University London as a Senior Lecturer in Accounting in April 2019.

Prior to joining Brunel Business School, Ahmed worked at Bradford University School of Management and the University of The West of Scotland, UK. He graduated from Mansoura University, with a BSc degree in Accounting (with First Class Honours).

He holds an MSc in Accounting from Mansoura University and has completed his PhD in Accounting from the University of Huddersfield with a particular focus on Risk Disclosures, Multi-Level Governance, Credit Ratings, and Bank Performance.

Ahmed has published extensively in a number of internationally recognised journals, such as the Accounting Forum, Journal of Business Ethics, Business & Society, Business Strategy and the Environment, International Journal of Finance and Economics, Expert Systems with Applications, International Journal of Accounting and Information Management, Journal of Cleaner Production, Sustainability Accounting, Management and Policy Journal, amongst others.

Ahmed has presented his work at a number of national and international academic conferences, workshops, and seminars. Ahmed's research interests are in the areas of Narrative Disclosure, Risk Governance, International Financial Reporting Standards (IFRS), Social and Environmental Accounting, Earnings Management, and Corporate Governance Mechanisms.

MEMBER

# ICBTAMMAN'2024

## CONFERENCE PROGRAMME



**DAY 1**  
7<sup>th</sup> AUGUST 2024



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**LOCATION**  
**THE UNIVERSITY OF JORDAN ACADEMY**

DAY 1		7 <sup>th</sup> Aug '24
TIME	Speaker	
09:00 - 10:00	Registration, Networking and Coffee	
10:00 - 11:00	<b>Opening Speech</b>	

**National Anthem**

**Master of Ceremony**

**Dr. Farah Shishan**  
School of Business  
The University of Jordan

**Welcome Remarks**

**Prof. Raed Masadeh**  
Dean  
School of Business  
The University of Jordan

**Conferece Co-Chair**

**Dr. Bahaaeddin Alareeni**  
President  
EuroMid Academy of Business & Technology, Turkey

**Conferece Co-Chair**

**Prof. Allam Hamdan**  
Dean  
College of Business and Finance  
Ahlia University, Bahrain

**Honorary Speaker**

**Investment in Higher Education**  
**Ahlia University Case**  
**H.E. Prof. Abdulla Yusuf Al Hawaj**  
Founding President | Chairman, Board of Trustees  
Ahlia University, Bahrain

**Honorary Conference Chair**

**H.E. Prof. Nathir Obeidat**  
President  
The University of Jordan

Speakers Trophies and Recognition

DAY 1		7 <sup>th</sup> Aug '24
TIME	Speaker	
11:00 - 11:15	Coffee Break	
	<b>Keynote Speech</b> <b>Higher Education and Scientific Research in Arab Universities</b>	
11:15 - 11:35	<b>Prof. Sultan Abu Orabi</b> The President of Tishk International University Iraq	
11:35 - 12:35	<b>The Key Drivers of Investment in Jordan</b>	
Panel Discussion #1	H.E. Ms. Kholoud M. Saqqaf	Ministry of Investment Jordan
	H.E. Mrs. Suhair Al-Ali	Senator Rapporteur of the Financial and Economic Committee Jordan Senate
	H.E. Dr. Ezzeddin Kanakrieh	Chief Executive Officer Social Security Investment Fund Jordan
	H.E. Dr. Adel Bino	Chairman Jordan Securities Commission Jordan
	Dr. Moyad Samman	ACWA Power Country Manager Jordan
	Dr. Raad Al-Tal ( Moderator )	Chairman of the Economics Department School of Business The University of Jordan

**DAY 1**

7<sup>th</sup> Aug '24

**12:35 - 14:00**

**Scientific Publishing in Arab Journals: Challenges in Classification and Dissemination**

**Panel Discussion #2**

<b>Prof. Khaled Hussainey:</b>	Editor-in-Chief Journal of Financial Reporting and Accounting
<b>Prof. Ajlan bin Mohammed Al-Shehri</b>	Editor-in-Chief: Public Administration Journal Institute of Public Administration, Saudi Arabia
<b>Prof. Abdallah A. El-Khatib</b>	Previous Editor in Chief: Journal of College of Sharia and Islamic Studies, Qatar University, Qatar
<b>Prof. Hani Al-Dmour</b>	Editor-in-Chief Jordan Journal of Business Administration The University of Jordan, Jordan
<b>Prof. Allam Hamdan</b>	Editor-in-Chief Journal of Business and Socio-economic Development Ahlia University, Bahrain
<b>Dr. Hamad Alajmi</b>	Editor-in-Chief Arab Journal of the Humanities Kuwait University, Kuwait
<b>Dr. Hala Zaidan ( Moderator )</b>	Accounting Department School of Business The University of Jordan, Jordan

**14:00-15:00**

Lunch Break

**Keynote Speech**  
**Arab World Scientific Output and Knowledge Dependency in International Indicators"**

**15:00-15:20**

**Prof. Sami Al-Khazendar**

Professor of International Relations and Conflict Studies  
The Hashemite University, Jordan  
Founder of e-Marefa Database and ARCIF Initiative

## DAY 1

7<sup>th</sup> Aug '24

## TIME

## Speaker

<b>15:20-15:40</b>	<p><b>Keynote Speech</b>  <b>"S" as Social:</b>  <b>Global Credit Markets Responses to the Labor and Community Issues</b></p>
	<p><b>Dr. Miriam Marra</b>            Associate Professor            Finance</p> <p>ICMA Centre Director of Equity, Diversity,            University of Reading, UK</p>
<b>15:40-16:00</b>	<p><b>Keynote Speech</b>  <b>Prospects and Challenges for Funding Scientific Research</b></p>
	<p><b>Ms. Alaa Abu Lail</b>            Director            Scientific Research, Innovation and Cultural Grants            Abdul Hameed Shoman Foundation (AHSF)            Jordan</p>





# ICBTAMMAN'2024

## CONFERENCE PROGRAMME

**DAY 2**  
8<sup>th</sup> AUGUST 2024

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**LOCATION**  
SCHOOL OF BUSINESS, THE UNIVERSITY OF JORDAN

DAY 2		8 <sup>th</sup> Aug '24
TIME	Speaker	
09:00 - 10:00	Registration, Networking and Coffee	
	<b>Research Circles</b>	
09:00-10:30	Moderated by Dr. Samah Abu Assab Birzeit University Palestine	
	<b>Meet the Editors</b> (Hybrid session)	
10:30 - 11:45	Zoom link <a href="https://us06web.zoom.us/j/81725823254?pwd=4hAEvW5Fi4SHTIQhR2lCgypUadpZr.1">https://us06web.zoom.us/j/81725823254?pwd=4hAEvW5Fi4SHTIQhR2lCgypUadpZr.1</a>	
<b>Panel Discussion #3</b>	Prof. Khaled Hussainey	Editor-in-Chief Journal of Financial Reporting and Accounting Bangor University, UK
	Prof. Mohammad Kabir Hassan	Editor-in-Chief International Journal of Islamic and Middle Eastern Finance and Management University of New Orleans, USA
	Prof. Sabri Boubaker	Editor-in-Chief Journal of International Financial Management & Accounting EM Normandie Business School, France Swansea University, UK
	Dr. Khaldoon Albitar	Associate Editor Business Strategy and the Environment University of Glasgow, UK
	Dr. Hala Zaidan (Moderator)	Accounting Department School of Business The University of Jordan, Jordan
11:45 - 12:00	Coffee Break	

DAY 2		8 <sup>th</sup> Aug '24
TIME	Speaker	
<b>12:00-13:45</b>	<b>Research Papers Presentation:</b> 8 Parallel Sessions at the School of Business, The University of Jordan	
<b>13:45-14:45</b>	Lunch Break	
<b>15:00 - 16:00</b>	<b>Innovating for Sustainability</b> (Hybrid session) <b>Zoom link</b> <a href="https://us06web.zoom.us/j/81725823254?pwd=4hAEvW5Fi4SHTIQhR2lCgypUadpZr.1">https://us06web.zoom.us/j/81725823254?pwd=4hAEvW5Fi4SHTIQhR2lCgypUadpZr.1</a>	
<b>Panel Discussion #4</b>	<b>Prof. Khaled Hussainey (Chair)</b>	Editor-in-Chief Journal of Financial Reporting and Accounting Bangor University, UK
	<b>Dr. Fadi Alkaraan</b>	Associate Professor Accounting, Governance & Sustainability University of Lincoln, UK
	<b>Dr. Ahmed Elamer</b>	Senior Lecturer Accounting Brunel University London, UK
	<b>Dr. Khaldoon Albitar</b>	Senior Lecturer in Accounting, University of Glasgow, UK
<b>16:00-16:30</b>	<b>Closing Remarks</b> <b>Prof. Dr. Raed Masadeh</b> Dean, School of Business The University of Jordan	

**DAY2**

**8<sup>th</sup> Aug '24**

**12:00-13:45**

**PARALLEL SESSIONS**

Conference Splits into 8 Parallel Sessions

No.	Session Title	Session Chair
Session 1	<b>Application of Artificial Intelligence in Business and Industry 5.0</b>	Dr. A.Rahman Alnatour
Session 2	<b>Technology and Digital Transformation</b>	Dr. Rima Alhassan
Session 3	<b>Sustainable Entrepreneurship and Technology</b>	Dr. Hazar Al Hmoud
Session 4	<b>Management, Education and Accounting</b>	Dr. Mohammad Alshbeil
Session 5	<b>Gender Diversity, Women Studies and Technology</b>	Dr. Batoul Abdeldayem
Session 6	<b>Technology and Environmental Sustainability</b>	Dr. Reem Khamis Hamdan
Session 7	<b>Technology Application, Emotional Intelligence and Performance</b>	Dr. Maha Shhadeh
Session 8	<b>Digital Transformation and Financial Innovation</b>	Dr. Bahaa Awwad
Session 9	<b>Finance, Entrepreneurship and Gender</b>	Dr. Aram Nawaiseh

## DAY2

8<sup>th</sup> Aug '24

12:00 - 13:45

PARALLEL SESSION

Session 1

Application of Artificial Intelligence  
in Business and Industry 5.0

Session Chair

Dr. A.Rahman Alnatour

Paper ID	Paper Title	Authors	SDGs
ICBTAMMAN'2024 0049	The Relationship between the Application of Artificial Intelligence Technology and the Job Performance Quality in the Education Administration Office in Hebron	Ibrahim Iwadi Dhakir Ali Mohammed Jabari	
ICBTAMMAN'2024 0306	ESG meets Industry 5.0 Systematic and Bibliometric Reviews of Development Trends, and Future Directions	Mohammad AlQudah Samer Al rahamneh Husni Samara,Seba Abualhija Ra'ed MASA'DEH	
ICBTAMMAN'2024 0254	Intelligent Information System: Leveraging AI and Machine Learning for University Course Registration and Academic Performance Enhancement in Educational Systems	boumedyen shannaq Afraa Al Zeidi	
ICBTAMMAN'2024 0217	Factors Affecting the Adoption of Artificial Intelligence in Auditing Based on the UTAUT Model, IT Infrastructure as a Moderating Variable	Majed Alshrouf Amjad Alkhatib Ammar Bashatweh Faeyz Abuamria Sadi Irziqat	
ICBTAMMAN'2024 0175	Exploring the Potential Applications of Artificial Intelligence in the Agriculture Sector: case study Tabuk District	Layla Alhalwachi Nader Alkhater Nawal Albalawi Maged Alharbi Zainab Zainaldeen Muaeyd Aldhamin Moheeb Alwarsh	
ICBTAMMAN'2024 0137	Leveraging AI and FinTech: Driving Business Innovation in the Fourth Industrial Revolution	Ahmad Yousef Areiqat	

<b>DAY2</b>		<b>8<sup>th</sup> Aug '24</b>	
<b>12:00 - 13:45</b>		<b>PARALLEL SESSION</b>	
<b>Session 2</b>		<b>Technology and Digital Transformation</b>	
<b>Session Chair</b>		<b>Dr. Rima Alhassan</b>	
<b>Paper ID</b>	<b>Paper Title</b>	<b>Authors</b>	<b>SDGs</b>
ICBTAMMAN'2024 0037	<b>A Research Proposal on Leveraging Market Agility through AI-Enabled Capabilities in the United Arab Emirates (UAE)</b>	Fahad Al Tawhidi Islam Bourini	
ICBTAMMAN'2024 0186	<b>AI at Palestinian Startups: A Promising Future or a Distant Dream?</b>	Mohand Tuffaha Nojoud Habash Mira Almukarker	
ICBTAMMAN'2024 0020	<b>Integrating Perceived Organizational Support with CMMI® for IT Outsourcing Success in the UAE</b>	Mohamed Ashmel Mohamed Hashim Issam Tlemsani Osama El-Temtamy	
ICBTAMMAN'2024 0138	<b>Sustainable Finance and Digital Transformation: Navigating Business Challenges in Uncertain Times</b>	Nasser "M. S" Jaradat	
ICBTAMMAN'2024 0172	<b>Impact of Artificial Intelligence and Machine Learning in Recruitment: Transformative shift in the traditional methods of hiring</b>	Layla Alhalwachi Nader Alkhater Abdulaziz Alghamdi Moheeb Alwarsh Fajer Danish Mouhsin MouhAl- Seba'a Zainab Zainaldeen	
ICBTAMMAN'2024 0111	<b>The impact of artificial intelligence on customer relationship management in insurance companies in Palestine</b>	Aya Yahya Sireen Abulrub Firas Alnasr Abdulnaser Nour	

## DAY2

8<sup>th</sup> Aug '24

12:00 - 13:45


PARALLEL SESSION

Session 3

Sustainable Entrepreneurship and Technology

Session Chair

Dr. Hazar Al Hmoud

Paper ID	Paper Title	Authors	SDGs
ICBTAMMAN'2024 0052	Institutional contexts and Entrepreneurial Intentions among UAE Youth: A Conceptual Model Exploring the Role of Self-Efficacy and Education	Hatem Khalil	
ICBTAMMAN'2024 0097	Comparing MIDAS and Bayesian VAR Models for GDP Forecasting: Insights from Simulation and Empirical Studies	Samir Safi Olajide Idris Sanusi Afreen Arif	
ICBTAMMAN'2024 0093	Redefining Rentals: A Comprehensive AI Mobile Solution Promoting Sustainable Consumption of Unused Items	Murad Al-Rajab, Samia Loucif Suhail Odeh Amer Amer, Fatima Shmasan Mehaina Alqemzi Mohamed Al Zetawi	
ICBTAMMAN'2024 0230	The Impacts of Economic Sanctions on The Tourism Industry: An Overview Paper	Saad Ajdahim Aziz Hmioui	
ICBTAMMAN'2024 0307	Regression Approach for Predictive Analysis in Cognitive Decline	Anisha Rakhit Vandana Sharma Rupali Agarwal Mahmoud Al-Khasawneh Ahmed Alkhayyat	

**DAY2**

**8<sup>th</sup> Aug '24**

**12:00 - 13:45**

**PARALLEL SESSION**

**Session 4**

**Management, Education and Accounting**

**Session Chair**

**Dr. Mohannad Alshbeil**

**Paper ID      Paper Title      Authors      SDGs**

ICBTAMMAN'2024  
0007

**Assessing Teachers' Awareness of Digital and Technological Addiction Risks Among Secondary School Students in Jordan**

Reham AlQura'an  
Samah Ahmad Al-Quran



ICBTAMMAN'2024  
0331

**A Systemic Literature Review Protocol for the Analysis of the Effect of Human Re-source Management Practices, Organizational Culture, and Knowledge Management on the Organization Performance, Mediating Role of Human Resource Information System: A bibliometric analysis via VOS viewer**

Abeer Alahewat  
Eugenia Babiloni  
Lourdes Canós-Darós



ICBTAMMAN'2024  
0301

**Reflections on Designing an Accounting Information System (AIS) within the Cybersecurity Standards on the Efficiency and Confidentiality of Data**

NEHAD INEIZEH  
Saleh Alghamdi  
IBRAHIM INEIZEH



ICBTAMMAN'2024  
0266

**Environmental Management Accounting and Environmental accounting Knowledge as Drivers of Enhanced Environmental Performance: The Mediating Role of Environmental Accounting Practices**

Jamila Shamroukh  
Mohammad Shaded  
Mousa Ajouz







ICBTAMMAN'2024  
0189

**Can Big 4 audit firms enhance the value relevance of accounting information?**

Osama A.Rahim Ahmad





<b>DAY2</b>		<b>8<sup>th</sup> Aug '24</b>	
<b>12:00 - 13:45</b>		<b>PARALLEL SESSION</b>	
<b>Session 5</b>		<b>Gender Diversity, Women Studies and Technology</b>	
<b>Session Chair</b>		<b>Dr. Batoul Abdeldayem</b>	
<b>Paper ID</b>	<b>Paper Title</b>	<b>Authors</b>	<b>SDGs</b>
ICBTAMMAN'2024 0187	<b>Quality Assurance in Decentralized Applications: Integrating Six Sigma Methodologies with Hyperledger Fabric in Healthcare</b>	Madouna Ghanem Piyali Mondal Hanan Al Sharah	
ICBTAMMAN'2024 0184	<b>The impact of the balanced scorecard on improving the performance of Palestinian telecommunications companies</b>	Taimaa Kharoub Abdulnaser Nour	
ICBTAMMAN'2024 0260	<b>The Association among Gender Diversity, Board Characteristics and Firms Performance</b>	Ra'ed MASA'DEH Husni Samara Suhaila Abughaush Yazan Almanadheh	
ICBTAMMAN'2024 0169	<b>Unveiling the Unseen: A Study on Women's Leadership and Glass-Ceiling Impact of Gender Bias in Oman's Public Sector Workplace</b>	Layla Alhalwachi Nader Alkhater Shaikha Zain Alkhalifa Malak Ishaq Zainab Zainaldeen Alya Alyusuf	
ICBTAMMAN'2024 0158	<b>A Proposed Model of Gender Differences in Metaverse Usage Intentions in Education: An Innovation Resistance Theory Perspective</b>	Faisal Aljawazneh Dhia Qasim	

**DAY2**

**8<sup>th</sup> Aug '24**

**12:00 - 13:45**

**PARALLEL SESSION**

**Session 6**

**Technology and Environmental Sustainability**

**Session Chair**

**Dr. Reem Khamis Hamdan**

<b>Paper ID</b>	<b>Paper Title</b>	<b>Authors</b>	<b>SDGs</b>
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ICBTAMMAN/2024  
0090

**Assessing Siderophore Genes in Extraintestinal Pathogenic E. Coli Isolates Through Molecular Screening Technology**

Manaf AlMatar



ICBTAMMAN/2024  
0075

**Status-driven Consumption and Subjective Well-being**

George Baltas  
George Tamiolakis  
Grigorios Painesis



ICBTAMMAN/2024  
0059

**Optimizing News Categorization with Machine Learning: A Comprehensive Study Using Naive Bayes (MultinomialNB) Classifier**

Ahmed Mansoori  
Khalaf Tahat  
Dina Tahat  
Mohammad Habes  
Said Salloum



ICBTAMMAN/2024  
0109

**Systematic review of the long-term financial security of future retirees: the impact of covid-19 pre-withdrawals retirement fund**

Hazimi Foziah  
Asyraf Afthanorhan  
Puspa Liza Ghazali  
Sheikh Ahmad Tajuddin  
Noor Fadzlina Mohd  
Hamdy Abdullah



ICBTAMMAN/2024  
0047

**Developing and Validating Islamic Pro-Environmental Behavior Scale in The Lights of MAQASID Shariah: Malaysia Evidence**

Hamdy Abdullah  
Asyraf Afthanorhan  
Hafizan Juahir  
Talat Islam  
Sheikh Ahmad Faiz Sheikh  
Ahmad Tajuddin  
Fahru Azwa Mohd Zain  
Hazimi Foziah  
Fazida Karim



## DAY2

8<sup>th</sup> Aug '24

12:00 - 13:45

PARALLEL SESSION





Session 7

Technology Application, Emotional Intelligence  
and Performance

Session Chair

Dr. Maha Shhadeh

Paper ID	Paper Title	Authors	SDGs
ICBTAMMAN'2024 0358	The Effect of Blockchain Technology Application on the Efficiency of the Insurance Companies in Palestine	Tara Hawash Samah Abu-Assab Tareq M. T. Ashour	
ICBTAMMAN'2024 0183	Organ Donation Awareness 2D Animation PSA: Awareness of Organ Donation among Malaysian Muslims	Myzan Noor Roslinawati Jaafar Muhammad Haikal Zamri	
ICBTAMMAN'2024 0171	Emotional Intelligence's Impact on Work Attitudes Relationship: A Case Study of Telecom Firms in Saudi Arabia	Layla Alhalwachi Fajer Danish Nader Alkhater Malak Ishaq Zainab Zainaldeen Mueayd Aldhamin Hussain Al Abdulmohsen	
ICBTAMMAN'2024 0432	Forensic Accounting Practices: Evaluating the Current Research	Majdi Alkababji Rana Abdou Abdelrazaq Farah Freihat Walaad Gad Mohammed Alzahrane Nafisah Yami Nourhene GUELLIM Mohamed shaaban	
ICBTAMMAN'2024 0394	Introducing Neobanks Adoption Model: A Literature Review on Technology Acceptance Models	Alaa Najjar Samah Abu-Assab	

<b>DAY2</b>		<b>8<sup>th</sup> Aug '24</b>	
<b>12:00 - 13:45</b>		<b>PARALLEL SESSION</b>	
<b>Session 8</b>		<b>Digital Transformation and Financial Innovation</b>	
<b>Session Chair</b>		<b>Dr. Bahaa Awwad</b>	
<b>Paper ID</b>	<b>PaperTitle</b>	<b>Authors</b>	<b>SDGs</b>
ICBTAMMAN'2024 0354	<b>Impact of Life Cycle Cost of Airfield Pavement on Airport Operations</b>	Joumana Orabi Walid Shatila	
ICBTAMMAN'2024 0243	<b>Financial Innovation in the Digital Age: A Bibliometric Analysis of FinTech's Impact on Financial Performance</b>	Enas Samara Puan Yatimb	
ICBTAMMAN'2024 0418	<b>Enhancing Digital Transformation in Higher Education: a Study on Cybersecurity Awareness among University Students in Jordan with a Case Study at Middle East University</b>	Bashar Muasher Ahmad Ghandour Hisham Abusaimeh	
ICBTAMMAN'2024 0400	<b>The Impact of Electronic Payment Application on Government Sector Governance and Customer Satisfaction in Jordan Case Study: Aqaba Special Economic Zone Authority (ASEZA)</b>	Mamoun aridah Tahani Al-Alawneh Sherzad Ramadan Ahmad Ghanajeh	
ICBTAMMAN'2024 0392	<b>The role of the Central Bank of Jordan in the economic empowerment of women in the Jordanian banking system</b>	Yazan qasrawi Majd Theyab Zayed Al dwairi Raed Bany Issa Abdullah Alabdulmonem Mahmoud Bani Theiyab	

## DAY2

8<sup>th</sup> Aug '24

12:00 - 13:45







PARALLEL SESSION

Session 9

Finance, Entrepreneurship and Gender

Session Chair

Dr. Aram Nawaiseh

Paper ID	Paper Title	Authors	SDGs
ICBTAMMAN'2024 0445	The Effect of Positivity of Tone on Stock Return: Evidence from Jordanian Commercial Banks	Salah Kayed Ibrahim Khatatbeh	
ICBTAMMAN'2024 0339	Entrepreneurship, Start-ups, and Business Success: The Case Study of Hunger's Hamburger Restaurant in Palestine	Maisa Burbar Rania Jaber Suzan Shkukani	
ICBTAMMAN'2024 0365	Women's Participation in Household Money Management and Financial Decision Making: Experience with a developing country	Naila Al-Mahmuda Mostaq Hussain Murshed Chowdhury	
ICBTAMMAN'2024 0362	The Impact of Perceived Corporate Social Responsibility and Rewards on Employee Performance	Rima Saleh Abdul Rahman Beydoun	
ICBTAMMAN'2024 0453	Artificial Intelligence and its Impact on Decision-making in Managing Projects: A Systematic Literature Review	Bahaa Razia	
ICBTAMMAN'2024 0444	Macroeconomic Determinants of Equity Returns: An Augmented ARDL Model Exploration of the Amman Stock Exchange	Rafat Jallad	

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