

## CONFERENCE OBJECTIVES

- Envision the future of digital transformation and innovation, and identify key challenges in this field.
- Facilitate the exchange of expertise among researchers and professionals interested in digital transformation and innovation.
- Review the latest developments in digital experiences among leading companies.
- Present insights from conference speakers on recent advancements in business organizations in the context of digital transformation.
- Examine the findings of research and case studies on digital transformation within business organizations.
- Enrich academic and research activities related to the conference themes.

## INTRODUCTION

The world is witnessing widespread interest in digital transformation across various economic sectors, driven by new advancements in information and communication technology and the emergence of innovative models in the digital economy. These developments provide a fertile environment for entrepreneurship, fostering the creation of new businesses, products, and services. Digital transformation integrates cutting-edge digital technologies into all areas of business, supporting a shift towards digital entrepreneurship to enhance competitiveness, success, sustainability, and improve product quality. The Faculty of Business at Jadara University is keen to envision a forward-looking future for digital business organizations by exploring research ideas, sharing experiences, and diagnosing key challenges and issues facing business organizations within the context of digital transformation. By proposing solutions to these challenges, the Faculty underscores the importance of this conference as a platform for knowledge exchange on digital transformation and entrepreneurship in business organizations.



UNDER THE PATRONAGE OF HIS EXCELLENCY PROFESSOR DR. HABIS AL-HATAMLEH, PRESIDENT OF JADARA UNIVERSITY, AND HIS EXCELLENCY PROFESSOR DR. MOHAMMAD OSAMA AL-JABBAN, PRESIDENT OF DAMASCUS UNIVERSITY, THE FACULTY OF BUSINESS AT JADARA UNIVERSITY, IN PARTNERSHIP WITH THE FACULTY OF ECONOMICS AT DAMASCUS UNIVERSITY, IS ORGANIZING THE 4TH INTERNATIONAL CONFERENCE.

TITLED

**DIGITAL TRANSFORMATION AND)  
ENTREPRENEURSHIP IN  
BUSINESS ORGANIZATIONS:  
OPPORTUNITIES AND  
(CHALLENGES**

**TO BE HELD FROM APRIL 21 TO  
23, 2025**

## THEME 5: MARKETING

- Social media marketing.
- Content marketing in digital organizations.
- Search engine marketing (SEM).
- Digital marketing strategies.
- Automation of marketing and sales in digital organizations.
- Ethics in digital marketing.
- Business Intelligence in Marketing Activities.

## THEME 6: BUSINESS INTELLIGENCE AND INFORMATION TECHNOLOGY.

- Information technology and business intelligence.
- Big data analytics in digital business organizations.
- Cloud computing in business organizations.
- Cybersecurity in business organizations.
- Web and mobile applications.
- Artificial intelligence in contemporary organizations.
- Business intelligence and data science.

## THEME 7: CUSTOMS AND TAX SCIENCES.

- A national and commercial window in customs.
- Digital transformation of the supply chain in the private and public sectors, and customs.
- Digitization of import and export procedures in customs.
- Digital transformation strategy in customs.
- Digital transformation strategy in income and sales tax.
- The impact of electronic integration between customs, the income tax department and various state sectors.

## THEME 3: ACCOUNTING

- The responsiveness of international accounting standards and regulations to technological advancements.
- Artificial intelligence in accounting.
- Digital auditing and taxation.
- Forensic accounting and information technology.
- Technological accounting techniques.
- Governance of accounting information systems technology.
- Digital disclosure and online reporting.



## THEME 4: FINANCIAL TECHNOLOGY

- Digital currencies and cryptocurrencies.
- Digital banking services.
- Artificial intelligence in banking services.
- Digital wallets.
- Digital banking operations.
- Data analytics and financial technologies.

## CONFERENCE THEMES

### THEME 1: BUSINESS MANAGEMENT

- Digital entrepreneurship in the era of digital transformation.
- Strategic management amidst digital transformation.
- Artificial intelligence in business management.
- Smart organizations.
- Production and operations management in the context of digital transformation.
- Challenges of organizational behavior in the digital era.
- Ethical issues in digital technology.

### THEME 2: HUMAN RESOURCE

- Electronic human resource management.
- Digitalization of HR management and its impact on sustainable development.
- HR management strategies amid digital transformation.
- Creative employee behavior in the knowledge economy.
- Management and development of human resources within the digital technology context.
- Human resource information systems in the era of digital transformation.
- E-HRM practices in the context of digital transformation.

## CONFERENCE FEES

1. In-Person Attendance with Scientific Research Presentation or Working Papers will be pay \$200, including the conference's scientific package, publication in the conference book, lunch, and coffee breaks throughout the conference days.
2. Attendance Only will be pay \$150, including the scientific package, lunch, and coffee breaks throughout the conference days.
3. Remote Participation will be pay \$150, including the conference's scientific package, certificates, and publication in the conference book.
4. Participants from the Faculty or Damascus University: No participation fees.
5. Accommodation and Travel Costs: To be covered by the participant.

## PUBLICATION OUTLETS

- A selection of high-quality and scientifically valuable papers will be published in a global journal indexed in the Scopus database. Publication fees will be pay borne by the authors, and the papers will undergo the publisher's review process.
- A number of papers will be published in a special issue of the Jadara University Faculty of Business Journal, and some will be published at Damascus University, provided they meet the publication requirements of these journals.
- All research papers and working papers will be published in the conference proceedings with an international numbering system (DOI).

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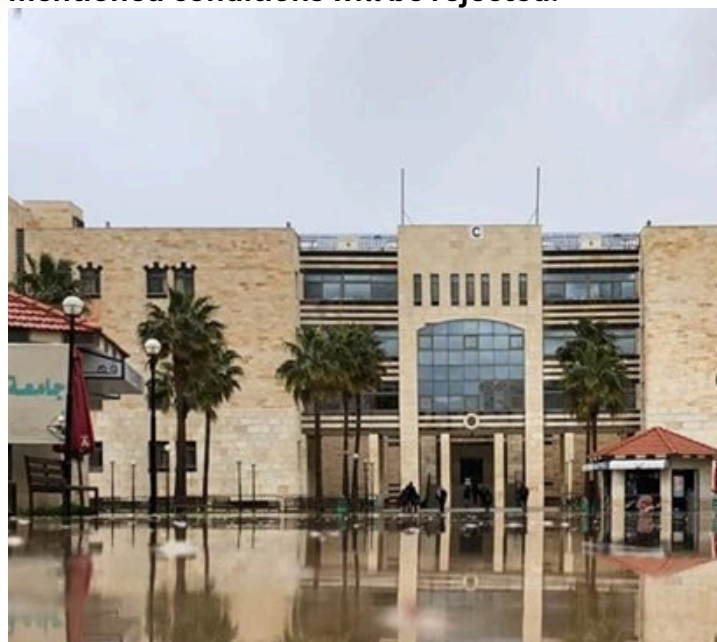
The paper should be written using Microsoft Word with font size 14 and the "Simplified Arabic" font for Arabic papers, and font size 12 with "Times New Roman" for English papers.

The research should not exceed 20 pages and must be submitted by March 25, 2025. Authors will be notified of the acceptance of their papers by April 1, 2025.

Submitted papers will be subject to plagiarism checks and will undergo peer review by the scientific committee. The author must adhere to any modifications recommended by the review committee. The plagiarism rate should not exceed 20%, with a margin of 1%.

Along with the electronic registration form available on the conference website, a brief CV of the researcher must be submitted.

Papers that do not comply with the above-mentioned conditions will be rejected.



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## THEME 8: EXPERIENCES AND SUCCESS STORIES WITHIN THE CONFERENCE THEMES.

## PARTICIPATING ENTITIES

- University faculty members, graduate students, and researchers interested in issues of digital transformation and innovation.
- Entrepreneurs.
- Ministries and government institutions.
- Organizations supporting entrepreneurs and small enterprises.
- Employees in the production and service sectors within business organizations.
- Business associations and civil society sectors.

## CONFERENCE PARTICIPATION CONDITIONS AND PAPER SUBMISSION PROCEDURES

- The research should align with one of the main themes of the conference and must be characterized by originality and seriousness in analysis.
- The research should not have been previously published, presented at another conference, seminar, or published in a scientific journal.
- The research submitted must adhere to the principles of scientific research.
- The participant must submit an abstract of no more than 300 words, either in Arabic or English, by no later than February 25, 2025.

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5. DEAN OF SCIENTIFIC RESEARCH OR THEIR REPRESENTATIVE – MEMBER
6. DIRECTOR OF SECURITY AND SERVICES DEPARTMENT OR THEIR REPRESENTATIVE – MEMBER
7. DIRECTOR OF THE FINANCIAL DEPARTMENT OR THEIR REPRESENTATIVE – MEMBER
8. DIRECTOR OF THE SUPPLIES DEPARTMENT OR THEIR REPRESENTATIVE – MEMBER
9. DIRECTOR OF PUBLIC RELATIONS OR THEIR REPRESENTATIVE – MEMBER

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10. PROF. DR. YASSER MASHAAL – DAMASCUS UNIVERSITY – MEMBER



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### PAYMENT INSTRUCTIONS

THE CONFERENCE FEES SHOULD BE PAID TO THE FOLLOWING ADDRESS:

BANK NAME: BANK AL ETIHAD

SWIFT: UBSIJOAXXXX

ACC NO: 0100102064015102

IBAN:

JO16UBSI3010000100102064015102

BENEFICIARY: شركة جدارا الأردنية للثقافة والتعليم

### PAPER SUBMISSION EMAIL

([Business.conf@jadara.edu.jo](mailto:Business.conf@jadara.edu.jo))

### FIRST: CONFERENCE COMMITTEES

- HIS EXCELLENCY DR. SALEH ARSHIDAT – CHAIRMAN OF THE BOARD OF TRUSTEES OF JADARA UNIVERSITY
- DR. SHUKRI AL-MARASHDEH – CHAIRMAN OF THE BOARD OF DIRECTORS OF JADARA UNIVERSITY
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## CONFERENCE SECRETARIAT

1. Ola Hamidat
2. Amna Bani Younis

\* For inquiries and communication regarding the conference and accommodation details, please contact via WhatsApp or email with:

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Dr. Ali Abu Eid / Media Committee Rapporteur  
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FOR MORE INFORMATION

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## FIFTH: THE CONFERENCE TECHNICAL COMMITTEE

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2. Dr. Ahmad Al-Radaideh – Member
3. Eng. Mohammad Bani Hani – Member

## SIXTH: THE CONFERENCE ORGANIZATIONAL COMMITTEE

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3. Prof. Dr. Abdelkader Azouz – Damascus University
4. Dr. Ziad Al-Omari – Member
5. Dr. Ruqiya Al-Badarin – Member



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