



The 4th International Scientific Conference of School of Business

AI and Digital Transformation of Business, Economy, and Society (AIDTBES)

Jordan, Al al – Bayt University, November 24 – 26, 2026

1. Conference Scope:

The conference aims to convene a distinguished assembly of leading academic, strategic decision-makers, regulators, industry specialists, and researchers to exchange knowledge, explore innovative ideas, and deliberate on the latest developments in artificial intelligence and digital transformation across business, economy, and society. Moving beyond the mere identification of technological advancements in accounting, business, finance, economics, and information technology, the conference is dedicated to a strategic assessment of their long-term implications. Furthermore, we place the digital evolution of media and education at the core of our agenda, recognizing these as the primary social sectors where AI-driven transformation can most profoundly reshape the fabric of society.

Furthermore, the conference serves as a premier international hub for exploring the frontiers of artificial intelligence and its applied potential. Moreover, we provide a space where emerging technologies, smart management practices, and entrepreneurial ecosystems converge to forge innovative solutions for modern and smart economies and societies. More than a gathering, this is an invitation for researchers, industry leaders, and strategic decision-makers to disseminate high-impact work, engage in transformative discourse, and build the multidisciplinary networks essential for shaping a digitally empowered future.

Accordingly, and based on the Jordanian digital transformation strategy and its implementation plan (2026–2028), the School of Business (SB) at Al al-Bayt University (AABU) took the initiative to organize this specialized conference, to serve as a landmark national milestone—a foundational step, toward a promising future in which the Kingdom assumes a leading position in the field of future technologies. To this end, our vision for this conference is rooted in a rigorous analysis of the best global, regional, and national practices in Artificial Intelligence and digital transformation. Consequently, we aim to leverage these insights to evaluate our status and advance our national digital journey in a systematic manner that serves humanity and sustainably enhances societal well-being.

Building upon this foundation, the AIDTBES conference focuses on utilizing its outcomes to synthesize key strategic plans and best executive practices. In doing so, we will help fortify our existing strengths, address critical developmental challenges, and explore genuine opportunities. Ultimately, by mobilizing all necessary resources and expertise, our aspiration is to establish Jordan as a premier regional hub, widely recognized for its excellence in various fields of future technology; thereby, effectively accelerating our nation's transition toward full and impactful integration into the global digital economy.

2. Conference Audience:

- Distinguished scholars and researchers from reputable universities.
- Senior officials of regulatory and supervisory authorities.
- Leaders from finance & banking industry and FinTech specialists.
- C-Suite executives and technical experts from industrial sectors.
- Pioneers of multidisciplinary AI communities and organizations.
- Ambitious postgraduate students.

3. Conference Objectives:

- To highlight industry trends and keep pace with the future.
- Assess the current state of the AI landscape in Jordan and leverage international best practices.
- Knowledge sharing and spreading ideas & insights.
- Parading the best practical experiences related to the conference themes, locally, regionally and internationally.
- Skill development and enhancing competencies.
- Direct and valuable learning from key speakers and experts.
- Innovation, inspiration and sparking new ideas.
- Addressing problems by coming up with common and innovative solutions.
- Networking and building solid and sustainable partnership connections between academia, industry, and government.
- Brand awareness, by showcasing products and services.

4. Conference Themes:

Theme 1: Artificial Intelligence in Business & Strategic Management:

- Data-Driven Management.
- Knowledge Management & AI.
- AI-Driven Decision-Making.
- AI in Project & Workflow Optimization.
- AI for Real-Time Business Intelligence.
- Predictive Analytics for Business Growth.
- Intelligent Decision Support Systems.
- Governance of AI.

Theme 2: AI in Accounting, Finance & FinTech:

- AI Applications in Financial & Accounting Systems.
- AI in Financial Reporting & Compliance.
- AI in Financial Analysis and Forecasting.
- AI-Powered Pricing Strategies.
- Algorithmic Trading & Smart Investment Systems.
- FinTech & Digital Financial Services.
- Digital Finance & Access to Capital.
- Intelligent Auditing & Fraud Detection.
- Blockchain in Finance.
- AI in Risk Management.
- Digital Risk Management.

Theme 3: Digital Business & Smart Commerce:

- Cloud-Based Business.
- Smart Business Models.

- E-Marketplaces.
- E-Commerce & Mobile Commerce.
- Online Consumer Behavior.
- Digital Marketing & Consumer Insights.
- AI-Enhanced Marketing Campaigns.
- Customer Relationship Management (CRM).
- Remote Workforce & Digital HRM.

Theme 4: Economy, Legislations, Innovation & ESG in Digital Era:

- Digital Legalization and Smart Regulatory & Monitoring Frameworks.
- Public Policies & Governance of Digital Systems.
- Digital Economy & Economic Growth.
- Innovation and R&D Strategies.
- Technology and Economic Development.
- Digital Transformation in Public Administration and Services.
- Smart Economies, Smart Cities and Urban Innovation.
- Digital Standards of Environmental, Social, and Corporate Governance.

Theme 5: Recent Trends in Information Technology & Computer Science:

- Computer Systems & Architecture.
- High-Performance Computing.
- Network Computing & Cloud Computing.
- IoT & Sensor Networks.
- Database Systems & Web Data Management.
- Data Privacy & Governance.
- Cybersecurity.
- Robotics & Automation.
- Intelligent Control Systems.

Theme 6: AI, Data Science & Emerging Technologies:

- Machine Learning & Deep Learning.
- AI Optimization Algorithms.
- Computing Intelligence.
- Big Data Analytics.
- AI and Large-Scale Data Systems.
- Natural Language Processing.
- Intelligent Expert Systems.
- Quantum Computing & AI.

Theme 7: AI, Digital Media and Mass Communication:

- Digital Media: Trends, Opportunities, and Challenges.
- Digital Transformation Strategies and Media Re-engineering.

- Digital Media Platforms and Networks.
- Digital Media Content Creation.
- Metaverse Studios, Virtual Broadcasters, and Smart Reporting.
- Social Media and New Media.
- Analyzing Digital Audience Behavior and Shaping Public Opinion.
- Digital Media and Smart Investigative Reporting.
- Ethics & Governance of Digital Media.

Theme 8: Digital Transformation in Education and Scientific Research:

- Cloud-Based Learning Environments.
- Virtual & Smart Classrooms.
- AI in Education and Training.
- Adaptive & Personalized Learning.
- Gamification & Augmented Learning.
- Learning Analytics.
- Online Assessment Systems.
- Digital Pedagogy.
- Tools and Ethics of AI in Scientific Research.

5. Submission Guidelines:

a) Abstract Guidelines:

- **Language:** The conference welcomes abstracts submitted in either English or Arabic.
- **Length:** Abstracts should be between 150 to 250 words, within one page only.
- **Format:** Abstract must be submitted only as a Microsoft Word document (doc or .docx).
- **Conference Theme:** Should be determined clearly.
- **More Info:** For more details about abstract guidelines, please visit the conference website, via the link, or the quick response code (QR), shown at the end of this brochure.
- **Submission:** After preparing the abstract according to the above-mentioned guidelines, it should be sent via the conference's approved submission portal, through its official website.

b) Short Biography Guidelines:

- **Language:** The conference welcomes bios submitted in either English or Arabic.
- **Length:** Bios should be between 150 to 250 words, within one page only.
- **Format:** Bios must be submitted only as a Microsoft Word document (.doc or .docx).
- **More Info:** For more details about bio guidelines, please visit the conference website, via the electronic link, or the quick response code (QR), shown at the end of this brochure.
- **Submission:** After preparing the bios according to the above-mentioned guidelines, it should be sent via the conference's approved submission portal, through its official website.

c) Full Paper Guidelines:

- **Paper Type:** Must be original, solid and unpublished, and directly related to any of conference approved themes.

- **Language:** The conference welcomes full papers submitted in either English or Arabic.
- **Format:** Full paper must be submitted only as a Microsoft Word document (.doc or .docx).
- **Length:** Manuscripts should be about (8) pages long for papers written in English, or about (15) pages long for papers written in Arabic, formatted in single-column style.
- **Applied Research:** The conference is very interested in pioneering experiences in Jordan, Arab countries and countries around the world. Therefore, special preference will be given to applied research that reviews and evaluates those experiences.
- **More Info:** For more details about full paper guidelines, please visit the conference website, via the link, or the quick response code (QR), shown at the end of this brochure.
- **Submission:** After preparing the full paper according to the above-mentioned guidelines, in full compliance with research ethics, it should be sent via the conference's approved submission portal, through its official website.

6. Conference Fees:

a) Standard Fees:

(US\$/Paper)

Participation Category	Physical (In – person) Presentation*		Virtual (Online) Presentation**	
	With Publication	Without Publication	With Publication	Without Publication
Industries	600\$	300\$	450\$	250\$
Academics	550\$	250\$	400\$	200\$
Students (PhD and Master)	500\$	200\$	350\$	150\$
Listener only (without paper)	150\$		100\$	

* Fees cover one attendance author only for each paper, any additional attendance author (in – person) must pay (150US\$).

** Fees cover one participant author only for each paper, any additional participant author (online) must pay (100US\$).

b) Payment Method:

- Conference fees from outside Jordan must be paid and received without any kind of deductions, through a bank transfer to the following conference official bank account:
 - **Bank Name:** Jordan Commercial Bank
 - **Account Name:** Al al – Bayt University
 - **Account Number:** 223807
 - **IBAN:** JO36 JGBA 8050 0022 3807 0011 4000 00
 - **SWIFT:** JGBAJOAMXXX
- In the interest of ensuring sound financial procedures and promoting transparency and good governance, the conference administration confirms that Al al-Bayt University does not authorize any external party or university employee to collect or receive participation fees on behalf of participants in cash or through any other unofficial means.
- Accordingly, all participation fees must be paid exclusively and directly to the university's official designated bank account, the details of which are provided above. No other payment method shall be recognized.
- Conference fees from inside Jordan must be paid and received without any kind of deductions, through *efawater.com*

- After sending the banking transfer or *efawatercom* payment, please send us a copy of successful receipt payment to the conference official e-mail, to confirm the participation reservation.
- For any queries about conference fees and / or payment methods, your contact is highly appreciated at our official e-mail.

c) Early Bird Special Discount:

Authors and listener attendees who pay the conference fees within early bird registration period (by October 31, 2026) will be granted a special discount of (50) US\$ on standard fees.

d) Refund Policy:

According to the official financial regulations of AABU, all the fees received at the conference are not refundable.

7. Honoring the Distinguished Authors:

- Distinguished authors would be honored by conference chairman, according to their best papers, up to 3 papers.

8. Important Dates:

- **Abstract submission deadline:** June 30, 2026.
- **Deadline for acceptance letter of abstract:** July 10, 2026.
- **Full paper submission deadline:** September 25, 2026.
- **Deadline for notification letter (Acceptance / Modification) of full paper:** October 15, 2026.
- **Deadline for receiving early bird conference fees:** October 31, 2026.
- **Deadline for receiving final camera-ready presentation:** November 15, 2026.
- **Deadline for receiving standard conference fees to confirm reservation of author(s) and listener(s) participation:** November 15, 2026.
- **Conference dates:** November 24 – 26, 2026.
- **Deadline for receiving final paper to be considered for publication:** January 31, 2027.

9. Scientific Publication Opportunities:

- To enhance authors research visibility by opting for our structured publication support program in Q1, Q2, Q3, or Q4 indexed journals, we are pleased to announce that Springer book technically supports the conference (exclusively for research papers written in English). The conference book will be published with an ISBN number and indexed by SCOPUS, or other relevant international databases.
- Upon request, a selection of high-quality papers written in English will also be considered for Journal Publication in Q1, Q2, Q3, or Q4 indexed journals in a dedicated special issue, subject to further development to meet the journal requirements.
- **All papers written in Arabic** and accepted in the conference will have one of the following publication options, according to author's desire:
 - Publish in the conference book (with an ISBN number and indexed by SCOPUS, or other international database), after being translated into English with an error – free translation. The author is responsible for following up on the translation process and bearing its costs.
 - Publish the Arabic Articles in Q3 or Q4 indexed journals for those contributions, subject to further development to meet the journal requirements, on the author's own responsibility.

- To ensure the high quality of the work accepted for the conference, the School of Business at Al al-Bayt University affirms its commitment to applying the highest standards of quality and academic practices throughout all stages of evaluation. All abstracts and full papers submitted to the conference will undergo a rigorous review process by members of the Scientific Committee and internal reviewers, adhering to pre-defined criteria and rubrics. All decisions made by these committees are final and binding.
- In the initial stage, all submissions will undergo a preliminary assessment to verify compliance with the technical guidelines and their relevance to the conference themes, ensuring that only appropriate papers proceed to the second scientific review phase.
- Following the initial screening, all full papers will be subject to a **(double-blind peer review)** process, conducted by two subject-matter experts. This stage evaluates the originality, scientific soundness & integrity, ethical use of AI, objective and impartial, and methodological rigor of the research, to ensure objective and impartial decisions. In the event of conflicting evaluations, a third reviewer will be appointed to adjudicate.
- Furthermore, papers selected for inclusion in the conference proceedings will undergo a third stage of academic review by the publisher (Springer), in accordance with their rigorous standards and procedures, particularly regarding plagiarism, self-citation, and the use of Artificial Intelligence. All decisions made by the publisher at this stage are final and binding.
- Moreover, the conference adopts a clear technical policy regarding the use of Artificial Intelligence tools in scientific research. Their application must be minimal and supportive; furthermore, researchers are required to be transparent and responsible in disclosing any AI-assisted tools used, thereby ensuring the preservation of academic integrity and individual accountability.
- Therefore, the conference emphasizes the necessity for all researchers to strictly adhere to the highest standards of rigorous academic research, with a firm focus on originality, objectivity, academic integrity, and minimum use of Artificial Intelligence tool in preparing their own papers.

10. Participation Mode:

- Mixed / Hybrid: in-person (physical) attendance and online (virtual) participation.

11. Conference Venue and Participant's Hosting & Accommodations:

- Scientific sessions should be held at Al al – Bayt University, The Hashemite Kingdom of Jordan.
- To ensure a seamless and comfortable experience for all attendees, AABU is going to coordinate with a selection of reputable hotels to provide lodging for conference participants and their guests. These arrangements offer a diverse range of hospitality levels and amenities to suit varying preferences and requirements.
- Detailed information regarding these accommodations, including booking procedures and discounted rates, will be announced in due course.

12. Conference Committees:

a) Supreme Steering Committee:

- Prof. Osama Nusier, President of AABU.
- Prof. Ahmed Alawneh, Vice President, AABU.
- Prof. Torky Al – Fawwaz, Dean of School of Business, AABU.
- Prof. Akif Al – Fugara, Dean of Scientific Research, AABU.
- Dr. Ahmed Al – Oliemat, Dean of Student Affairs, AABU.

b) Scientific Committee:

➤ Prof. Torky Al – Fawwaz, Dean of School of Business, AABU, Jordan	Chairman
➤ Prof. Sulaiman Al – Hawari, Department of Business Administration	Vice Chairman
➤ Prof. Seyed Jafar Sadjadi, President of Growing Science Publishing Firm, Canada	Member
➤ Prof. Mahmoud Abdel-Aty, Ahlia University, Bahrain	Member
➤ Prof. Ilhan OZTURK, University of Sharjah, United Arab Emirates	Member
➤ Prof. Asokan Vasudevan, INTI International University, Malaysia	Member
➤ Prof. Samy Salim Abu Naser, Al-Azhar University, Palestine	Member
➤ Prof. Allam Mousa, An-Najah National University, Palestine	Member
➤ Prof. Houari Moaredj, University of Ghardaia, Algeria	Member
➤ Prof. Dheyaa Jasim Kadhim, University of Baghdad, Iraq	Member
➤ Prof. Noufeyle Hadid, University of Algiers, Algeria	Member
➤ Prof. Habib Kazzi, Lebanese University, Lebanon	Member
➤ Prof. Sid-Ahmed Berrani, National Higher School of Artificial Intelligence, Algeria	Member
➤ Prof. Belal Ismail Al-Khatib, University of Anbar, Iraq	Member
➤ Prof. Osamah Al-Rawashdeh, Al - Qassim University, Saudi Arabia	Member
➤ Prof. Chaouki Bourakba, Setif University, Algeria	Member
➤ Prof. Nader Alber, Ain Shams University, Egypt	Member
➤ Prof. Ibrahim El-Farjani, University of Benghazi, Libya	Member
➤ Prof. Hamza Al-Mawali, University of Jordan, Jordan	Member
➤ Dr. Samer Arqawi, Palestine Technical University- Kadoorie, Palestine	Member
➤ Dr. Eman Yasser Daraghmi, Palestine Technical University - Kadoorie, Palestine	Member
➤ Dr. Mohamed Cherif El Amri, Istanbul Sabahattin Zaim University, Turkey	Member
➤ Dr. Mohamed Nader Al-Othman, Al-Shamal Private University, Syria	Member
➤ Dr. Seif Allah Sassi, University of Tunis El Manar, Tunisia	Member
➤ Dr. Hamed Al-Mahadin, Sulaiman Al Rajhi University, Saudi Arabia	Member
➤ Dr. Adel El-Kailany, University of Benghazi, Libya	Member
➤ Dr. Abdelbari El-Khamlichi, Chouaib Doukkali University, Morocco	Member
➤ Dr. Abdelrahman Al-Saadi, University of Damascus, Syria	Member
➤ Dr. Abdelatif Lafilf, University of Mila, Algeria	Member
➤ Dr. Esam Taha Al-Hiti, University of Anbar, Iraq	Member
➤ Dr. Abdul Karim Qandouz, Arab Monetary Fund, United Arab Emirates	Member
➤ Dr. Abdul Hanan Al-Issa, Tawafuq Financial Consulting Company, Oman	Member

- Dr. Eng. Hamza Al-Ali, Advanced Technologies for Consulting and Training, Saudi Arabia Member
- Dr. Eng. Yamur Al-Douri, Scania Company, Sweden Member
- Dr. Sufian HRAZE, Al al-Bayt University, Jordan General Coordinator

c) Internal Referral Committee:

- Prof. Torky Al – Fawwaz, Dean of School of Business, AABU, Jordan Chairman
- Prof. Sulaiman Al – Hawari, Department of Business Administration Vice Chairman
- Prof. Ibraheem Al - Batainih, Dep. of Economics of Finance and Business Member
- Prof. Mahmoud Jaradat, Department of Finance and Banking Member
- Prof. Ali Al – Qudah, Department of Economics of Finance and Business Member
- Prof. Audeh Bani Ahmad, Department of Accounting Member
- Prof. Nofan Al - Elaimat, Department of Accounting Member
- Prof. Gaith Al – Etan, Department of Finance and Banking Member
- Dr. Hayel Al – Ababnih, Department of Business Administration Member
- Dr. Hayel Al – Serhan, Department of Business Administration Member
- Dr. Deaa Al – Sreheen, Department of Auditing and Business Law Member
- Dr. Mohammad Al – Hayek, Department of Auditing and Business Law Member
- Dr. Sufian HRAZE, Department of Finance and Banking General Coordinator

d) Coordination and Follow-up Committee:

- Prof. Torky Al – Fawwaz, Dean of School of Business, AABU Chairman
- Prof. Sulaiman Al – Hawari, Department of Business Administration Vice Chairman
- Dr. Atallah Al – Serhan, Department of Business Administration Member
- Dr. Nancy Alshamaylah, Department of Business Administration Member
- Dr. Amro Saleem Alamaren, Department of Finance and Banking Member
- Dr. Sajeed Mowafaq Alshdaifat, Department of Accounting Member
- Dr. Basima Abu Thwaib, Department of Finance and Banking Member
- Dr. Sufian HRAZE, Department of Finance and Banking General Coordinator

e) Organizing Committee:

- Prof. Torky Al – Fawwaz, Dean of School of Business, AABU Chairman
- Prof. Sulaiman Al – Hawari, Department of Business Administration Vice Chairman
- Prof. Mohammad Naser Al - Mashaqbah , Department of Accounting Member
- Prof. Gaith Al – Etan, Vice Dean Member
- Prof. Mohammad Al – Hadab, Department Head of Accounting Member
- Dr. Saqer Al – Tahat, Vice Dean Member
- Dr. Tareq Bani Khalied, Department of Accounting and Manager of Department of Financial Affairs Member

➤ Dr. Zaid Jaradat, Department Head of Auditing and Business Law	Member
➤ Dr. Daefalleh Olemat, Department Head of Finance and Banking	Member
➤ Dr. Mohammad Al – Maaitah, Department Head of Business Administration	Member
➤ Dr. Fayeq Al – Neqrish, Dept. Head of Economics of Finance and Business	Member
➤ Dr. Hayel Al – Serhan, Department of Business Administration	Member
➤ Dr. Abdullah Al – Ghazo, Dept. of Economics of Finance and Business	Member
➤ Dr. Ziad Abu Lila, Department of Economics of Finance and Business	Member
➤ Dr. Atallah Al – Serhan, Department of Business Administration	Member
➤ Dr. Nancy Alshamaylah, Department of Business Administration	Member
➤ Dr. Amro Saleem Alamaren, Department of Finance and Banking	Member
➤ Dr. Sajead Mowafaq Alshdaifat, Department of Accounting	Member
➤ Dr. Safaa M. Ahmad, Department of Auditing and Business Law	Member
➤ Dr. Basima Abu Thwaib, Department of Finance and Banking	Member
➤ Dr. Hanan Al Momani, Department of Business Administration	Member
➤ Dr. Sufian HRAZE, Department of Finance and Banking	General Coordinator
➤ Mr. Naser Al – Shbail, Manager of Dept. of Public Relations and Media	Member
➤ Mr. Ziad Al – Khawaldah, Manager of Department of Logistics Support	Member
➤ Mrs. Ahlam Al – Khaza'lah, Divan Head of School of Business	Member

13. Conference Official E-mail and Website:

- **E-mail:** AIDTBES@aabu.edu.jo
- **Website:** For further details and registration, please access our conference website via:

Link: SB-AABU-AIDTBES-En

QR:

