



The 4th International Scientific Conference
**AI and Digital Transformation
in Business, Economy, and Society (AIDTBES)**

School of Business / Al al – Bayt University
Al – Mafrq / Jordan, November 24 – 26, 2026



CONFERENCE SCOPE:

Vision and Purpose: This conference serves as a premier platform, bringing together an elite gathering of policymakers, strategic decision-makers, academic leaders, regulatory bodies, industry specialists & professionals, and researchers. Our collective goal is to foster knowledge exchange, explore innovative insights, and address the latest advancements in Artificial Intelligence and digital transformation.

Strategic Orientation: The conference aims to transcend the purely conventional observation of technical developments within the business and economic sectors. Instead, it focuses on a strategic assessment of their future impacts on the digital economy ecosystem. Furthermore, the conference dedicates a pivotal space to examining digital evolution within the media and education sectors, recognizing them as the most influential pillars in reshaping societal structures and defining their future trajectory.

Institutional Integration: The School of Business initiative to organize this conference is rooted in AABU's steadfast commitment to fostering comprehensive national synergy across all vital sectors, serving as a key milestone in full alignment with the Jordanian Digital Transformation Strategy and its Implementation Plan (2026–2028). Through this conference, we aspire to solidify the University's role as a robust national platform, thereby reinforcing the Kingdom's leadership in the fields of Artificial Intelligence and future technologies.

Impact And Outcomes: The conference seeks to attract distinguished research, studies, and practical experiences. Grounded in an in-depth analytical methodology that draws upon the best regional and global practices, we aim to conduct an objective evaluation of the local digital ecosystem, to formulate innovative, balanced, and implementable recommendations that leverage strengths and address prevailing challenges, thereby driving sustainable development and fulfilling our economic and social aspirations.

CONFERENCE AUDIENCE:

- Distinguished scholars and researchers from reputable universities.
- Policymakers and strategic decision-makers
- 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.

CONFERENCE OBJECTIVES:

- To highlight the latest industry trends and keep pace with the future.
- To assess the current state of Jordan's AI landscape while leveraging international best practices.
- To share knowledge, exchange ideas and experiences, and disseminate scientific insights.
- To parade regional, local, and international best practices aligned with the conference themes.
- To develop key professional skills and enhance participant competencies.
- To provide opportunities for direct and valuable learning from keynote speakers and experts.
- To inspire innovation and spark cutting-edge ideas.
- To address complex problems by developing collaborative, innovative solutions.
- To foster networking to build sustainable partnerships across academia, industry, and government.
- To build brand awareness, by showcasing products and services.

PARTICIPATION MODE:

- **Hybrid:** In-person (physical) attendance and online (virtual) participation.

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 Legislations 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 Innovations.
- 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 and Digital Media:

- 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.

IMPORTANT DATES:

- **Abstract submission deadline:** August 31, 2026.
- **Deadline for acceptance letter of abstract:** Within a week of receiving the abstract.
- **Full paper submission deadline:** September 30, 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 file:** November 15, 2026.
- **Deadline for receiving standard conference fees to confirm 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.

SUBMISSION GUIDELINES:

Abstract and Short Bio Guidelines:

- **Language:** The conference welcomes abstracts and brief bios submitted in either English or Arabic.
- **Length:** Should be between (150) to (250) words, within one page only, and the same applies to the brief bio.
- **Format:** Must be submitted only as a Microsoft Word document (.doc or .docx).
- **Conference Theme:** Should be clearly determined in the abstract.
- **More Information:** For more details about abstract and short bio 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 and short bio according to the above-mentioned guidelines, it should be sent via the conference's approved submission portal, through its official website.

Full Paper Guidelines:

- **Paper Type:** Must be original, solid, unpublished, and directly related to any of conference's 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.
- **Applied Research:** The conference prioritizes submissions that offer rigorous applied research, leveraging pioneering experiences and best practices from Jordan, the Arab region, and the global community. We are particularly seeking studies that critically review, evaluate, and extract actionable insights from real-world implementations. Furthermore, priority will be given to research that bridges the gap between theoretical Artificial Intelligence frameworks and their practical, scalable deployment within business, economic, and societal contexts.
- **More Information:** 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 and research ethics & standards, in full compliance with research ethics and standards, it should be sent via the conference's approved submission portal, through its official website.

CONFERENCE FEES:

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 attending author only for each paper, any additional attending author (in – person) must pay (150US\$).

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

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 N°:** 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 or empower any external party, or any university employee, to contact authors for the purpose of collecting participation fees on behalf of the conference administration or the University, whether in cash or in any form other than what is stated on this file.
- Accordingly, every author must pay the participation fees exclusively and directly into the University's sole official designated bank account, the details of which are provided above. No other payment method through intermediaries, individuals, or by any other means shall be recognized. Please note that the conference administration and the university bear no responsibility for any researcher paying participation fees outside the official channels specified above.
- Conference fees from inside Jordan must be paid and received without any kind of deductions, through (eFAWATEER.com) platform.
- Following the successful completion of the financial transfer, kindly email a copy of the payment receipt to the official conference email (AIDTBES@aabu.edu.jo) to finalize and confirm your participation.
- In case of any inquiries regarding conference fees, please feel free to contact us via the official email.

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.

Refund Policy:

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

SCIENTIFIC RESEARCH:

Honoring the Distinguished Authors:

- Distinguished authors would be honored, according to their best papers, up to three papers.

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.

Ethics and Quality Standards of Scientific Research:

- 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, objectivity and impartiality, 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 AIDTBES 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 tools in preparing their own papers.

CONFERENCE VENUE, PARTICIPANT'S HOSTING, and ACCOMMODATION:

- 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 the accommodation, including booking procedures and discounted rates, will be announced in due course.

CONFERENCE COMMITTEES:

Supreme Steering Committee:

- Prof. Osama Nusier, President of AABU.
- Prof. Ahmed Alawneh, Vice President, AABU.
- Prof. Torki 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.

Scientific Committee:

- | | |
|---|---------------|
| ■ Prof. Torki 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
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■ 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. Faten Hamad, Sultan Qaboos University, Oman	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. Abdelhaq Lefilef, 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

Internal Referral Committee:

■ Prof. Torki Al – Fawwaz, Dean of School of Business	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

Coordination and Follow-up Committee:

■ Prof. Torki Al – Fawwaz, Dean of School of Business	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

Organizing Committee:

■ Prof. Torki 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, Head of the Accounting Department	Member
■ Dr. Saqer Al – Tahat, Vice Dean	Member
■ Dr. Tareq Bani Khalied, Department of Accounting and Manager of Department of Financial Affairs	Member
■ Dr. Wael Al-Qassas, Department of Computer Science and Manager of Computer Center	Member
■ Dr. Zaid Jaradat, Head of the Auditing and Business Law Department	Member
■ Dr. Daefalleh Olemat, Head of the Finance and Banking Department	Member
■ Dr. Mohammad Al – Maaitah, Head of the Business Administration Department	Member
■ Dr. Fayege Al – Neqrish, Head of the Economics of Finance and Business Dept.	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. Sajeed 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, Dean's Office Head of School of Business	Member

CONFERENCE OFFICIAL E-MAIL AND WEBSITE:

- **E-Mail:** AIDTBES@aabu.edu.jo
- **Website:** For more details and registration, please access our conference website via:
 - **Link:** SB-AABU-AIDTBES-En
 - **QR:**



Department of Public Relations and Media