



## **Call for Papers**

### **First international Conference on: Understanding Global Business Environment: Its Economic, Financial, Accounting, Marketing, and IT Dimensions**

**30-31 October 2013, University of Jordan  
Amman- Jordan**

**Organized by the University of Jordan - Faculty of Business  
WTO Chair Programme**

In the era of globalization, economies worldwide are closely linked and mutually dependent. Policy action in one part of the world tend to affect quickly other parts of the world through well-established international transmission channels such as trade, finance, and human capital movement. Recent advances in communications, transportation, internet and e-commerce have contributed to strengthening world ties and expanding different types of global flows. As a result, business environment in any countries has become more open, internationally dependent, complex and competitive. Understanding the global business environment with its multidisciplinary dimensions including economics, finance, accounting, marketing and IT has become a necessary condition for successful business and eventually the country. The recent international financial crises that was originated in the United States and quickly spread to most countries of the world is an example of the working of globalization forces.

Similar to other world's region, the Arab world has been influenced through globalization forces by the ongoing international economic and financial crises and therefore, witnessed deterioration in economic performance. This unsatisfactory economic performance combined with other political factors related to lack of democracy has led to social unrest and even revolutions in many Arab countries in what became known as the "Arab Spring". Most countries of the region especially non-oil producing countries have become frustrated with current economic policy course, which emphasize efficiency and growth at the expense of equality and employment. It is now widely believed that such policy course, is at least partially responsible for the ongoing economic and political instability in the region. Despite the rapid growth of international trade and capital flows during last few decades, many countries especially some members of EU are now

suffering from a severe debt crises. On the other hand, disparities in development among and within countries have been sharpened during the last three decades. As the global economy expands, all nations large and small are increasingly exposed to the effects of globalization with varying degree. In light of these developments, the objective of this conference is to provide a forum for academics and practitioners from all corners of the globe to *critically* address issues related to the current international business environment and policy options open to developing countries in the era of globalization with the aim of coming up with suggestions which will lead to policy recommendations that can help to improve the economic performance of developing countries.

The conference will provide you with an opportunity to get acquainted with the latest thinking on contemporary international economic and business issues; the following is just an indicative list of the conference themes:

### **International Economic Themes**

- Globalization: General Trade
- Commercial Policy; Protection; Non-tariff barriers; Promotion; Trade Negotiations
- Country and Industry Studies of Trade
- Economic Integration
- Trade and Labor Market Interactions
- Trade and Environment
- International Factor Movements and International Business
- International Investment; Long-Term Capital Movements
- International Migration
- Multinational Firms; International Business
- Intra-Arab trade
- WTO & Regional Trading Blocs

### **International Finance Themes**

- Foreign Exchange and Current Account Adjustment
- Short-Term Capital Movements
- International Monetary Arrangements and Institutions
- International Lending and Debt Problems
- Foreign Aid

- Currency Futures, Options & Swaps
- Foreign Direct Investment and development
- Interaction between financial and real sectors

### **International Business Themes**

- International Strategic Alliances
- Global Business Issues
- International **Trade and** Investment
- International Management Practices
- Multinational and Transnational Businesses
- International Business Strategy
- Measuring International Business Performance
- International Human Resource Management
- International Marketing
- Managing R&D in a Global Environment
- Human Resource Management
- Global Supply Chain Management

### **International Marketing Themes**

- Global Marketing
- Multinational Production
- Emerging Trends in Consumer Behavior
- Channel & Physical Distribution Management
- International Pricing
- Transfer Pricing Issues
- International Retailing & Franchising
- Intellectual Property Rights
- Management of Global Brands

## **International Technology & Services Themes**

- IT-enabled services: e- Business; e-Governance Models
- Hospitality Business, Leisure & Tourism
- International technology, knowledge and economy
- Marketing of Theme Parks & Tourist Attractions
- Professional Services, Law, Taxation, Consulting, etc.
- Management of International Conventions & Trade Fairs
- International Education
- Globalization and technology
- Knowledge Management

## **International Accounting Themes**

- IFRS for Small and Medium Sized enterprises applications
- Corporate Governance and accounting relation in family owned companies
- Internal controls – structure, responsibility and contribution
- Role of legal environment in the development of accounting theories
- EEC Directives – legal and accounting systems
- Taxes and IFRS
- Legal and accounting dimensions of research and development activities
- Financing, legal environment and accounting
- National tax and accounting regulations for small and medium sized enterprises
- Cost determination in SME manufacturing companies

As such, this conference invites theoretical and empirical research papers, and/or country context case studies, thus enabling both academics and practitioners to understand better the effects of globalization on the socio-cultural, economic and technological dimensions of business environment. Delegates are invited to present completed research projects or work in progress. Submissions and presentations must address both the theoretical and practical implications of the findings.

After completing paper presentations and the resulting constructive feedbacks,

delegates will also be provided with an optional opportunity to explore the most beautiful place on the earth Petra City of Jordan, which is one of the World Seven Wonders.

### **About WTO Chairs program**

The WTO Chairs Programme (WCP) seeks to enhance knowledge and understanding of the trading system among academics, citizens and policy makers in developing countries by stimulating teaching, research and public debate on international trade and trade cooperation at the level of tertiary education and research institutions.

The WTO provides financial support for a period of four years to academic institutions (The University of Jordan being one), and facilitates continuous interaction between institutions, ministries, civil society, private sector, students and academics. It also supports academic institutions and associated individual scholars from developing countries in the following areas: course preparation, teaching, research and information dissemination. The ultimate objective of the WTO Chairs Programme is to strengthen the human and institutional capacities of universities from developing countries to support governments in the formulation of sound trade policies. One of the main objectives of WCP is to promote research focused on extending specialized knowledge of international trade issues and explaining the policy relevance of existing research.

### **Call for Papers**

The organizing committee invites abstract/extended abstract submission from researchers and practitioners in the fields of international business including economics, trade, finance, accounting, IT, and Marketing. All abstracts should be formatted to facilitate the review process. Author's names and details, including names of all co-authors plus affiliations and addresses for general correspondence (including email address) of each author, and a brief personal profile (maximum 100 words) of the presenter, should appear on a separate cover page that will be removed prior to review.

Abstracts should clearly identify the primary speaker's address, mailing address, telephone number and fax number. In submitting an abstract, only one author

undertakes to attend the conference if the final paper is accepted. In addition, one author should not have more than two submissions, as either a single or a co-author. All submissions should be forwarded via email (as a word.doc attachment/English or Arabic language) to the conference office at [wtochair.jordan](mailto:wtochair.jordan) and will be blind reviewed.

Authors of accepted abstracts will need to submit the complete paper (maximum 5,000-6,000 words) by August 30, 2013. Papers will be sent for two referees for evaluation. All accepted papers will be published in conference proceedings, which will be distributed to conference delegates later after necessary adjustments taken care with. Selected papers of high quality and excellent referee reports may be optionally published in one of the University of Jordan scientific journals. Preference will be given to those submissions that indicate a clear contribution to the present body of theoretical and applied knowledge in one of the specified conference themes. In addition, priority will be given to papers dealing with international or global issues and its reflection to Arab countries.

### **Important Dates:**

**Abstract Submission Deadline: June 20, 2013**

**Notification of abstract acceptance: July 1<sup>st</sup>, 2013**

**Submission of Full Paper: August 30, 2013**

**Notification of final Acceptance: September 15, 2013**

**Conference dates: 30-31 October, 2013.**

### **Conference Fee**

A registration fee of \$200 will be charged to participants at registration desk on the first day of the conference to cover the cost of participant's package. The University of Jordan – WTO-Chair programme will cover the cost of meals, hotels, local transportation and coffee breaks during the two days of the conference for participants from outside Jordan with accepted papers (one participant per paper). For more information on the conference, please visit our website regularly at <http://wtochair.ju.edu.jo/pages/home.aspx>

## **Organizing Committee:**

Prof. Mosa Alozi: Dean, Faculty of Business/ Head of Conference  
Prof. Taleb Awad Warrad: WTO Chair Holder/Conference Director  
Dr. Buthaina Muhtaseb: Business Economics Department  
Dr. Nahil Saqfalhait: Head of Business Economics Department  
Dr. Khawlah Spetan: Business Economics Department  
Dr. Raid Gharabat: Head of Marketing Department  
Dr. Mohamad Abu Taieh: Head of Finance Department  
Dr. Tawfeeq Abed Aljaleel: Head of Accounting Department  
Dr. Rf'at Alshonaq: Head of IT Department  
Dr. Khalaf Alhadeed: Head of Public Administration Department  
Dr. Zoubi-Alzoubi: Head of Business Management Department

## **Scientific Committee:**

Prof. Ahmad Aloran (The University of Jordan (UoJ)), Prof. Ahmad Althaher (UoJ), Prof. Aly Ahmadou Mbaye (Cheikh Anta Diop University), Prof. Bashir Alzoubi (UoJ), Prof. Bradly Condon (Instituto Tecnologico Autonomo de Mexico (ITAM)), Prof. Dorotea López Giral (University of Chile), Prof. Fareed Nseer (UoJ), Prof. Fathi Alarouri (UoJ), Prof. Fayez Hadad (UoJ), Prof. Ghassan Omit (UoJ), Prof. Ghoufrane Azzedine (Mohammed V University-Souissi), Prof. Hani Aldmour (UoJ), Prof. Jan Prieue (HTW-Berlin), Prof. J. Baloro (University of Namibia), Prof. Keith Nurse (The University of the West Indies), Prof. Lei Zhang (Shanghai Institute of Foreign Trade), Prof. Mahmood Alkhalailah (UoJ), Prof. Ma'moun Aldeb'e (UoJ), Manoj Pant (J Nehru University), Assoc. Michael Ewing-Chow (National University of Singapore), Prof. Mohamad Abo Nasar (UoJ), Prof. Mohamad Obeidat(UoJ), Prof. Mohamad Odeinat (UoJ), Prof. Musa Alozi (UoJ), Prof. Nidal Alfaiomi (UoJ), Prof. Riza Noer Arfani (Universitas Gadjah Mada), Prof. Said Al Tarawneh (UoJ), Prof Sebastian Dullien (HTW-Berlin), Prof. Sulaiman Obeidat (UoJ), Prof. Sutyryn Sergei (St Petersburg State University), Dr. Tabitha Wagithi (University of Nairobi), Prof. Taleb Awad (UoJ), Prof. Valentina Delich (Latin American Faculty of Social Sciences), Dr Verena Tandrayen-Ragoobur (University of Mauritius), Prof. Vlasta Macku (UNCTAD), Prof. Vu Quoc Huy (iet Nam National University).

**Contact information:**

Send your abstract and final paper by e-mail to: [wtochair.jordan@ju.edu.jo](mailto:wtochair.jordan@ju.edu.jo) ; cc: [t.awad@ju.edu.jo](mailto:t.awad@ju.edu.jo)

For more information, you can call:

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