

Accommodations:

The University will provide accommodations for Four (4) nights to those whose research has been accepted at the conference (One person for each accepted research paper).

Instructions for Researchers

- 1- Manuscripts should be submitted no later than Thursday 1/3/2012.
- 2-The Maximum length of the manuscript paper should not exceed 30 pages (A4).
- 3- Manuscripts should be accompanied with a brief C.V. of the researcher.
- 4- Abstract in English and Arabic should be attached to the manuscript.
- 5- Manuscripts should be typed and saved in a computer format compatible with IBM. The soft copy may be sent by e-mail.
- 6- All manuscripts will be subject to scientific refereeing.
- 7- All manuscripts should be written exclusively for the conference.
- 8- Manuscripts may be written either in Arabic or English.

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**AL-Zaytoonah University of
Jordan**

**Faculty of Economics
&
Administrative Sciences**

**The Eleventh Annual
International Conference**

**Business Intelligence and
Knowledge Economy**

23 – 26 April 2012

Objectives

The Eleventh Annual International Conference will focus on gaining insight and understanding of Business Intelligence in a Knowledge Economy .

Business Intelligence comprises of a field of specialties with different facets integrated in a unified vision. This vision aims at reaching harmony between intelligence, business and technology; in a single cohesive package supported by information systems applications.

The conference will focus on identifying the roles of business intelligence through analysis of its different levels including: Strategic intelligence, tactical intelligence, and operational intelligence. It is widely acknowledged that business intelligence is much more than a management philosophy or enabling technology to support performance; instead, it is a continuous, on-going set of activities and practices aimed at enhancing accurate decision making and effective problem solving.

Analysis of business intelligence will be examined from several dimensions including knowledge value chain, human intelligence, and competitive intelligence to name a few. The conference will examine a practice that remains of great importance in the field, and that is data warehousing, data mining, and strategic intelligence application and implementation.

Finally, in looking to the future, the conference will investigate the many different systems and practices of business intelligence currently in organizations in the 21st century and beyond.

Conference Themes

- 1-Business Intelligence and Strategic Management.
- 2- Business Intelligence and Supply Chain Mgmt.
- 3- Business Intelligence and Project Management.
- 4- Business Intelligence and Risk Management.
- 5- Business Intelligence and Accounting.
- 6- Business Intelligence and Auditing.
- 7- Business Intelligence and Finance.
- 8- Business Intelligence and Financial Institutions.
- 9- Business Intelligence and Marketing.
- 10- Business Intelligence and Customer Relationship Management.
- 11- Business Intelligence and Banking & Finance Services.
- 12- Business Intelligence and Tourism Industry.
- 13- Business Intelligence and Data Warehouses.
- 14 -Business Intelligence and Knowledge Mgmt.
- 15--Business Intelligence and Data Mining.
- 16- Business Intelligence and E-Learning.
- 17- Business Intelligence and & Social Networks.
- 18- Business Intelligence and Cloud Computing.
- 19- Business Intelligence and Decision Engineering.
- 20- Business Intelligence and Health Care Industry.
- 21- Competitive Intelligence in Business.
- 22-Business Intelligence and Innovation Management.
- 23- Business Intelligence and Talent Management.
- 24- Business Intelligence and E-commerce.
- 25- Business Intelligence and Entrepreneurship.

Conference Committee

- * Saad Ghaleb Yaseen (Ph.D) Chair
- * Hameed A. Al-Tae (Ph.D)
- * Mahmood J. Al-Soumaidac (Ph.D)
- * Abdul-Razzaq Al-Shehada (Ph.D)
- * Mothana T. Al-Hure (Ph.D)
- * Ahmad H. Joumaa (Ph.D)
- * Jamal El-Harami (Ph.D)
- * Najem A. Najim (Ph.D)
- * Abdelaziz Alnedawi (Ph.D)
- * Sameer E. El-Barghouthi (Ph.D)
- * Saeb F. Al Ganideh (Ph.D)
- * Raed M. Al-Qirm (Ph.D)
- * Dima Dajani (Ph.D)
- * Manal M. Abdulrahman (MBA)