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## Conference Themes

- Digital Economy Systems, Tools , and Business Models
- Business Analytics Applications
- Big Data Analytics Management
- Artificial Intelligence, systems and Techniques in Business
- Managing the Internet of things and Business Models
- Cloud computing and fog computing Applications in Business
- Decision Simulation and Modeling
- Business Environment opportunities and challenges post COVID-19
- Crisis Management Emerging Models
- Emerging Strategies in the Digital Economy Area
- Digital Marketing and Social Media
- Business Analytics in Banking and Finance
- Accounting and Information Systems
- Financial Technology and Digital Financial Services
- Risk Management and Digital Technologies
- Big Data Analytics in Marketing
- Business Analytics in Medicine, Health and Disease
- Managing Health Care and Digital Techniques
- Digital Human Modeling
- Social and Organizational Compo
- E-Block Chain Management in the Digital Economy
- Digital IT Adoption
- Predicting Diseases
- Legal and Ethical Issues of the Digital Technologies

### Important Dates

<b>Full Paper Submission Deadline:</b>	<b>30/07/2021</b>
<b>Notification of Acceptance:</b>	<b>15/08/2021</b>
<b>Camera Ready Submission:</b>	<b>30/08/2021</b>
<b>Conference Date:</b>	<b>25-27/10/2021</b>



AL-Zaytoonah University of Jordan



The 17<sup>th</sup> Scientific Annual International Conference for Business

The Digital Economy and Business Analytics

**SICB 2021**

Al- Zaytoonah University of Jordan  
Faculty of Business in cooperation with The  
Central Bank of Jordan

**25 – 27 October 2021**

Conference Proceeding Will Be Published in The  
Springer Book “Advances in Intelligent Systems and  
Computing” Series

Conference Website: <http://sicb.zuj.edu.jo>



## Location

### Jordan map



Jordan is located in the Middle East and borders Syria, Saudi Arabia, the Red Sea, Palestine, and Iraq. Covering some 89,342 sq.km. It is located at 31 00 N, 36 00 E. <http://visitjordan.com/>

### University Campus



Al-Zaytoonah University of Jordan is located in Amman, Jordan. Visit our University website for more information about us: <http://www.zuj.edu.jo>

### Petra, one of the Seven Wonders



There is no mistaking the fact that Jordan is a Kingdom steeped in history and culture. From the moment you arrive, you get a sense of its rich heritage; all around are remnants of ancient civilizations long since passed, yet they still remain, stamped into the very fabric of this amazing Kingdom and etched into the soul of the people who live here. <http://www.mota.gov.jo/>

## Keynotes Speakers



**Professor. Janusz Kacprzyk**



**Professor. Angappa Gunasekaran**



**Professor. Wolfgang Hinck**



**Professor. Morris Kalliny**

## Objectives

The objective of the conference is to bring together leading scholars, practitioners, and policy-makers who are interested in conducting research and sharing their scientific experiences and novel ideas in the fields of digital economy, business analytics, big data analytics, business intelligence, and artificial intelligence applications in business. Moreover, an important aim of this conference is to offer networking opportunities and foster debate among up to 200 participants from around the world. Through your participation, you can help developing issues to be explored further related to “Digital Economy and Business Analytics”.

We look forward to your attendance and participation. All accepted papers will be published and indexed in the **Web of Science and Scopus databases**.

## Instructions for Researchers

1. All submitted papers should be in accordance with the main themes of the conference.
2. Submitted papers should not have been previously published or be currently under consideration for publication in any other scientific journal or conference.
3. The official languages of the Conference will be English and Arabic, and all papers must be written and presented only in English or Arabic.
4. Author should enclose an abstract in English with submitted papers.
5. Research paper should be written according to the academic writing criteria, and should follow the style of Springer .
6. Manuscripts should be submitted electronically only via the conference electronic system.
7. All submitted papers will be reviewed and evaluated by the conference scientific committee.
8. Submitted papers should not exceed 10,000 words.
9. All submitted papers are checked with plagiarism detection software to verify its originality.
10. Conference committee is not obliged to provide a justification for papers rejected
11. All accepted papers will be published and indexed in the **Web of Science and Scopus databases**.