

Conference Committee

- Saad Ghaleb Yaseen (Ph.D) **Chair**
- Raed M. Al-Qirm (Ph.D)
- Abdul-Aziz Al-Nedawy (Ph.D)
- Osama Sameh Shaaban (Ph.D)
- Saeb Farhan Al Ganidah (Ph.D)
- Najim A. Najim (Ph.D)
- Abdullah Khader Ateyah (Ph.D)
- Nawaf Ahmad Al-Ghusain (Ph.D)
- Dima Dajane (Ph.D)

Scientific Committee

- Saad G. Yaseen (Ph.D) **Chair** HKJ
- Abbas Ali (Ph.D) USA
- Mohammad Nimat Elahee (Ph.D) USA
- Steve Flowers (Ph.D) UK
- Beverlee Anderson (Ph.D) USA
- Nickolas Iberges (Ph.D) Greek
- Nandish V. Patel (Ph.D) UK
- Iwona Pawlas (Ph.D) Poland
- Wolfgang Hinck (Ph.D) Germany
- Haseeb Kebeer (Ph.D) UK
- Anastasia Papazafeiropoulou (Ph.D) UK
- Yogesh Dwivedi (Ph.D) UK
- Zinal Arfeen Ahmad (Ph.D) Malaysia
- Hans Leman (Ph.D) Newziland
- Allam Ahmad (Ph.D) UK
- Mousa Al-Louzi (Ph.D) HKJ
- Mohet Fej (Ph.D) UAE

Conference Themes

1. Sustainability and Competitiveness.
2. Strategy and sustainable advantage.
3. Measuring sustainable competitiveness.
4. Competitiveness innovations and knowledge economy.
5. Sustainability and Competitiveness in Business.
6. Sustainability and business intelligence.
7. The competitive advantage of nation.
8. Sustainable supply chain management
9. Sustainable business.
10. Competitiveness in Business.
11. Competitiveness in services Sector.
12. Sustainability and Social Networking.

Important Dates:

Submission Deadline: **February 1, 2016**
Notification of Acceptance: **March 1, 2016**
Camera Ready Submission: **March 3, 2016**
Conference Date: **April 18, 2016**

Conference Website:

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

This is a non-profit conference.
Free Registration
One author of each accepted paper will enjoy a full board hosting in Jordan during the conference for 3 days.



AL-Zaytoonah University of Jordan

**Faculty of Economics
&
Administrative Sciences**

**The 15th Scientific Annual
International Conference for
Business**

**Sustainability and
Competitiveness in
Business**

18 – 20 April 2016

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

Location

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>

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/>

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/>

Instructions for Researchers

An international double peer reviewed indexed conference:

1. Manuscripts should be submitted no later than 1/2/2016.
2. The maximum length of the manuscript paper should not exceed 20 pages (A4).
3. Manuscripts should be written according to internationally accepted scientific research criteria. An abstract, no longer than (1) page in English, should be attached to the manuscript.
4. Manuscripts should be accompanied with a brief C.V. of the researcher.
5. Only manuscripts that have been accepted in the conference will be printed in the conference proceedings book.
6. Manuscripts should be written in English.
7. All manuscripts should be written exclusively for the conference.
8. Only manuscripts that fall within the conference themes will be accepted.
9. Submissions should be conducted via the electronic submission system of the conference before the deadline.
10. Full and short papers and invited.
11. Short papers should be around 3000 words including appendices and reference.
12. Full papers should be around 10000 words including appendices and reference.
13. Submissions should be stripped out of all identifying information.
14. Submissions should follow the style of APA[®] 6th Edition.
15. Plagiarism will not be tolerated. Authors should make sure that their submitted papers are their own current work which have been written for this conference.

Objectives

The purpose of the conference is to explore inclusive business strategies with the aim of strengthening the Competitiveness and sustainability.

In Business sustainable Competitiveness is much more than profitability through low cost leadership or differentiation. It entails sustaining competitive advantage through constant growth, creation and innovation.

At macro level, Sustaining competitive advantage involves effective managing of resources, Knowledge assets and competencies. Further, sustainability is about leveraging advantage and improving weaknesses to gain a greater added value for Stakeholders and society.

Sustainability in business and the new network economy is a fundamental requirement for competitive advantage at organizational and societal Level; and a source of new opportunities for excellence based on accumulated and renewable Knowledge of individuals and organizations.

In this context, Faculty of economics and administrative sciences organized an international conference which embraced on a major effort to deepen understanding of how sustainability relates to competitiveness in business