



جامعة الزيتونة الأردنية  
Al-Zaytoonah University of Jordan  
كلية الأعمال  
Faculty of Business



Dear colleagues,

We would like to invite you to attend the 17<sup>th</sup> Annual International Conference entitled:

**“Digital Economy and Business Analytics”**

That will be held at Al-Zaytoonah University of Jordan, Amman during the period 25 – 27 October, 2021. This international conference is organized by the Faculty of Business at Al-Zaytoonah University of Jordan and in cooperation with the Central Bank of Jordan.

The theme of the conference is “the Digital Economy and Business Analytics”. 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”.

On behalf of the Organizing Committee, I look forward to your attendance and participation. All accepted papers will be published and indexed in the Web of Science and Scopus databases.

The conference website, <http://sicb.zuj.edu.jo>. In the meantime, if you have any questions please do not hesitate to contact us:

Email – [sicb@zuj.edu.jo](mailto:sicb@zuj.edu.jo)

Phone – (009626- 4291511; Ext. 131, 103, 130)

Best Regards

Saad Ghaleb Yaseen  
Professor and Dean

