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- Prof. Farid Kourtel
- Dr. Josep Alzamora

## Conference Themes

- AI and GAI
- AI and Digital Marketing
- AI and Ethics in Decision Marketing
- Deep Learning Algorithms in Business
- AI in Accounting
- AI and Financial Modeling and Investment Analytics
- AI – Enabled Data Analytics
- AI – Enabled Business Analytics
- AI and Human Resource Management
- Supply Chain Management with AI
- Talent Management and AI
- AI – Enabled Productive Analytics
- Optimizing Pricing Strategies
- AI – Powered Risk Management
- AI Ethics
- AI Innovation and Strategic Management
- AI – Enabled Logistics Management
- AI and Financial Technology
- AI and Smart Government
- AI and Smart Cities
- AI in Auditing
- AI and Healthcare
- AI and Supply Chain Management.

### Important Dates:

<b>Submission System Opens:</b>	<b>18/08/2024</b>
<b>Full Paper Submission Deadline</b>	<b>01/02/2025</b>
<b>Notification of Acceptance:</b>	<b>15/02/2025</b>
<b>Camera Ready Submission:</b>	<b>01/03/2025</b>
<b>Conference Date:</b>	<b>21-23/04/2025</b>



AL-Zaytoonah University of Jordan



The 19<sup>th</sup> Scientific Annual International  
Conference For Business

Artificial Intelligence in Business

**SICB 2025**

Al- Zaytoonah University of Jordan  
Faculty of Business

**21– 23 Apr 2025**

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



Scopus<sup>®</sup>



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## 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



**Prof Mohammad N. Elahee**  
USA



**Prof Abbas J. Ali**  
USA



**Prof. Vincenzo Corvello**  
Italy



**Prof. Josep Alzamora**  
Spain



**Dr. Giovanni Cerulli**  
Italy

## Objectives

The main objective of this conference is to create a dynamic and inclusive environment that promotes collaboration, innovation, and knowledge exchange, ultimately contributing to the advancement of AI applications in the business domain.

## Instructions for Researchers

- All submitted papers should be in accordance with the main themes of the conference.
- Submitted papers should not have been previously published or are currently under consideration for publication in any other scientific journal or conference.
- The official language of the conference is English, and all papers must be written and presented in English.
- Author should enclose an abstract in English with submitted papers.
- Research papers should be written according to the academic writing criteria, and should follow the style of Springer.
- Manuscripts should be submitted electronically only via the conference electronic system.
- All submitted papers will be reviewed and evaluated by the conference scientific committee.
- Submitted papers should not exceed 10 pages.
- All submitted papers are checked with plagiarism detection software to verify originality.
- The Conference committee is not obliged to provide a justification for rejected papers.
- All accepted papers will be published in the Springer book series indexed in Scopus.