



AL-Zaytoonah University of Jordan

Faculty of Economics & Administrative Sciences

The 14th Scientific Annual International
Conference For Business

Innovation Management in Business

20 – 22 April 2015

Mailing Address:

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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

An international double peer reviewed indexed conference.

- 1- Manuscripts should be submitted no later than 27/2/2015.
- 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 or Arabic, 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 either in Arabic or English.
- 7- All manuscripts should be written exclusively for the conference.
- 8- Only manuscripts that fall within the conference themes will be accepted.

Objectives

In light of a changing world where economies decline and merge, and new business models prevail and compete in a globalized world, the success of business organizations is associated with the concept of product and service innovation and in the collective effort and the systematic organization of innovation management, its execution, interaction and implementation in a well-established organizational culture. In addition, innovation is related to value added business activities and its accompanying services; an innovative business model based on three variables: the beneficiary, the technology, and the value production model that is based on innovation distinction and quality in various fields of innovation. Innovation and creativity in businesses and the new network economy is a fundamental requirement for sustaining competitive advantage at the organizational and societal level; and a source of new opportunities for excellence based on accumulated and renewable knowledge of individuals and organizations.

Therefore, this conference represents a serious attempt to enrich the modern managerial thinking process and to present scientific and applied knowledge in the fields of innovation management, and network economy and to learn from traditional international innovation centers, and models of international companies pioneering in their technological innovations, as well as to understand the successful road map of the new innovation centers rising in China, India, Korea, Singapore, Malaysia and others.

Innovation is the ability to discover and adopt creative ideas, and being able to apply new methods in products, services, technology and businesses processes. It is a vision for each new development in various industries, markets, digital space and social network.

Conference Themes

1- Innovation Management: Concepts, process & Techniques:

- Fundamentals of Innovation Management.
- Knowledge and Innovation Management.
- Innovation Systems and Techniques.
- Innovation of Innovation Management.
- Arab Manager and Innovation

2- Strategic Innovation Management:

- Innovation and Creativity in Business.
- Innovation Strategies in Business.
- Measuring Innovative Performance.
- Innovation and Competitive Advantage.

3- Innovation Management and Networking:

- Innovation Economies in Businesses.
- Knowledge Management and Innovation Management.
- Innovation Management and Business networks.

4- Innovation Management and Business:

- Entrepreneurship and Innovation in Business.
- Innovative Excellence in Business.
- Innovation in small Business.

5- Pioneer experiences in Innovation:

- Global Innovation companies Experiences.
- Innovation management in Emerging Economies.
- Arab Pioneer Experiences in Innovation.

6- Innovation Management Domains:

- Islam and Innovation Management.
- Innovation in Hospitality Industry.
- Innovation Management in Finance and Banking Industry.
- Innovation and Innovation Marketing.
- Accounting and Innovation in Businesses.
- Information Technology and Innovation.
- Innovation and Project Management.

Conference Committee

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