



**Zarqa University**

**The Faculty of Economics and  
Administrative Sciences**

**The 10th International Scientific  
Conference**

**Zarqa – Jordan**

**Exploring The Future Of  
The International Trade In  
The Light Of The World  
Trade Organization**

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**Zarqa University**

**Dean Faculty of Economics and  
Administrative Sciences**

**President of the Conference  
Dr. Zakaria Azzam**

**Contacts of the conference**

**E-mail : [eco.conf@zu.edu.jo](mailto:eco.conf@zu.edu.jo)**

**Tel: +962-5-3821100**

**Fax: +962-5-3821120**

**P.O.Box: 132222**

**Zarqa 13132 Jordan**



**University web site: <http://www.zu.edu.jo>**

**Zarqa University:**

Zarqa University was established in 1994, and represent one of the most important scientific edifices in Jordan, and it contributes in economical and intellectual development at both the national and regional levels. The university consists of twelve colleges, and number of programs and academic sections. The faculty of economics and administrative sciences is one of the earliest and biggest college. The college started its work since the university was established, and the college consist of the following Majors:

Economics	Marketing
Business Administration	Management Information Systems
Accounting	Islamic Banking
Monetary and Financial Sciences	Accounting master program
Accounting Information Systems	Marketing master program

**The organizing committee**

Dr. Zakaria Azzam	President of the Conference.
Dr. Ismail Yamin	President of the Organizing Committee
Dr. Mahmood Jalal	Reporter.
Prof. Dr. Hamid Jumaili	Member
Dr. Ibrahim Khreis	Member
Dr. Mostafa ALsheikh	Member
Dr. Nidal Ramahi	Member
Dr. Zeyad ALdiabeh	Member
Dr. Ahmad Doden	Member
Dr. Dmaithan Almjali	Member
Dr. Muneer Nofal	Member
Dr. Omar Ababne	Member
Mr Ala alden Arbiat	Member
Ms. Khawla ALgdah	Secretary of the Conference

3. The future of investment in international information technology and its effect on the international trade.
4. Data privacy in the areas of the international e-commerce.
5. E-supply chain management on the global scale.

**The Accounting and Financial field:**

1. The international trade in the light of international accounting and auditing standards.
2. Reflections of the international trade on the strategic managerial accounting.
3. The international trade and its effect on the tax accounting policies.
4. Accounting control and audit information technology.
5. Conversion in the Accounting Information Systems in the light of international e-commerce.

**Financial Islamic bank field:**

1. The challenges that face the Islamic Banks within the world trade agreements.
2. Islamic finance and its role in creating a unified Arab-Islamic economy.
3. Banking competition in the light of (WTO).
4. Risks of currencies management within the requirements of the(WTO).
5. Arab Financial Markets in the light of the (WTO).

**Conference Objectives:**

1. Analysis of the new global trading system and the role of the World Trade Organization.
2. Role of foreign investments in the light of the new global trading system.
3. Recent developments in the field of the international trade.
4. Analysis of reality of the Arab Trading System and Arab trade relations.
5. Identification of Arab trade relation's future in the light of the new global trading system.

**Fields of the Conference:**

**Economic field:**

1. Trends of the international trade in the light of applying agreement of the World Trade Organization.
2. Trends of the Arab Trade in the light of applying agreement of the World Trade Organization.
3. Prospects of the Arab and International economic integration in the light of the World Trade Organization.
4. Foreign Investments in the light of the World Trade Organization.
5. The role of World Trade Organization in achieving sustainable development for the Arab Trade.

**Administrative and Management Information Systems field:**

1. Strategic planning for the Arab economies within the international trade.
2. The challenges and administrative problems that are facing the international trade in the current century.

Zarqa University adopted since its establishment in 1994 the policy of encouraging scientific research in the field of scientific conferences and publications. The faculty of economics and administrative sciences reflected this policy by conducting nine international scientific conferences included the economic, administrative, accounting, finance, marketing and the related development issues in it. The tenth International scientific conference comes under the slogan of "Exploring The Future Of The International Trade In The Light Of The World Trade Organization " as a continuation for the policy of the University and the faculty in this field .

Since the mid-nineties of the last century, the international economic trends witnessed a radical development which led to substantial changes in the global economic system which was approved in Bretton Woods conference.

The most prominent of these developments was the establishment of World Trade Organization, which led to the birth of a new global trading system that relies on a set of conventions which was approved after finishing Uruguay Round.

With forth coming of the new global commercial system , the international trade became liable for terms and conditions of related agreements whether in the field of international trade of goods and services or in the field of finding markets for intellectual property rights in the interest of multinational corporations, and in the field of trends in international foreign investments. Removing the obstacles in the face of (WTO) .

## Participation form of the 10th International Scientific Conference

**Full Name:** .....

**Nationality:** .....

**Academic Rank:** .....

**Place of work:** .....

**Position:** .....

**Fixed Tel:** .....

**Mobile:** .....

**Fax:** .....

**E-mail:** .....

Attendance only  Research Submission

**Type of participation**

**Title of the Research** .....

**field of the search** .....

**Date** .....

**Signature:** .....

## Conference Participation Instructions

1. The research summary is to be sent with participation form with a brief of the researcher's scientific biography with a maximum deadline of 7 August 2014. And the research should fall within the conference aspects.
2. The research should be sent in Arabic or English languages attached with a summary in the two languages.
3. The researches shall be subject to the arbitration process by the conference scientific committee.
4. The researches is to be sent in word document through the email with a maximum deadline of 2 October 2014, in condition that:
  - A. Arabic researches with font size 14, font type (Traditional Arabic).
  - B. English researches with font size 12, font type (Times New Roman).
  - C. The maximum number of pages should not exceed 25 page.
5. Researches accepted in other previous conferences or accepted for publication in scientific magazines shall not be accepted.
6. The university will not be responsible about any ticket fees or accommodation expenses for participants from outside Jordan.
7. The participation in conference fees without research is (\$100) USD.

## The Marketing field:

1. Developing the Arab Markets within the agreement of the (WTO).
2. The role of the World Trade Organization in raising the efficiency of Arab products' marketing.
3. The role of (WTO) in developing the modern trends in marketing.
4. Patterns of the consumer's behavior under the application of the World Trade Organization's agreements.
5. Modern marketing strategies in the light of World Trade Organization's agreements.

### Important dates:

- Last date for receiving the summary 07/08/2014.
- Last date for receiving the researches 02/10/2014.
- Notice of accepting the research before 20/10/2014.
- Duration of the conference 3-4/12/2014.