

**30-31 October 2013**

**Chair holder at the university of Jordan organizes a conference on the "Understanding Global Business Environment: Its Economic, Financial, Accounting, Marketing, and IT Dimensions"**

The Faculty of Business of the University of Jordan organized the first Conference on "Understanding Global Business Environment: Its Economic, Financial, Accounting, Marketing, and IT Dimensions" held on 30-31 October 2013, at the University of Jordan, Amman- Jordan. The conference was opened by the President of the University of Jordan, Professor Khelif Al Tarawneh and the Dean of the Faculty of Business Dr Zu'bi Al Zu'bi, the WTO Chair holder Dr Taleb Awad El Warrad and a representative of the WTO.

The President of the University indicated that enhancing research and innovation capabilities are strategic objectives of the University of Jordan during the next decade. The Dean of the faculty of Business and the WTO Chair holder emphasised their commitment to the WTO Chairs Programme (WCP) after the 4 year tenure of the WCP expires at the end of 2013. The Dean added that the Faculty of Business were encouraged by the amount of papers submitted to the conference and he announced that future editions of the conference will be organized annually. The majority of the papers were submitted by Jordanian scholars however academics from Nigeria, Turkey, Iraq, Malaysia and Mexico also submitted papers.

Papers presented in the conference included issues of relevance to international trade including non-tariff barriers and intellectual property rights. Jordanian Scholars also focused on analysing Free Trade Agreements signed by their country and their economic and social impacts.