



# E-Talk

Let's talk E

1st Edition

## Business School Dean's Message

On behalf of me, the Dean, and my colleagues, I would like to welcome you to the 1st edition of E talk newsletter. We invite you to browse through this newsletter in order to know about the latest trends related to E business and MIS fields.



Dr. Alaa Al-Hourani

## E-talk chief editor's message

Hi everyone Welcome to our first newsletter for 2017. Thanks to those of you who contributed to E talk's first edition as these contributions are essential to the newsletter's success.

As the chief editor my responsibilities will be achieving success of the newsletter by establishing editorial policies to cover all trends of E-business related issues. Similarly, E-business and MIS department students and faculty members are encouraged to contribute news and announcements. This editorial team will look forward to receiving contributions of news, announcements, and essays.

Essays should be interesting review articles on all aspects of E-business research and on all educational aspects of E-business.

Please feel free to offer any suggestions for the improvement of E-talk

Happy reading!

Dr. Sultan Al-masaeed, E-talk Newsletter chief editor (smasaeed@ammanu.edu.jo)



Dr. Sultan Al-Masaeed  
E-talk Newsletter chief

## E-Business and E-Commerce at Al-Ahliyya Amman University Ranks First

Al-Ahliyya Amman University ranked first in E-Business and E-Commerce specialization in the University Proficiency Exam which comprised all public and private Universities in the Kingdom. The exam was held by the Accreditation Commission of the Higher Education Institutions in November 2016.

E-business and E-commerce department held an honoring ceremony for the students who ranked first in the University Proficiency Exam in the presence of faculty members and students. In the ceremony, the Head of E- Business Department delivered a speech in which he congratulated the students and thanked his colleagues for their distinguished efforts. At the end of the ceremony souvenirs and gifts were handed to the students.



Dr. Sultan Al-masaeed

## How to Dominate Video on Every Major Platform?

### 1) Snapchat

All I care about is the attention of the consumer: where are they spending their time? Snapchat gets your undivided attention while your finger is on the screen, so it's certainly up there. It's also one of the only places you do creative on top of the video

### 2)Twitter

This is a newer one, but it's really exciting me. Don't forget that Twitter has a bit of an attention problem right now, so having video in the feed will certainly help with catching your followers and making them stop the scroll

### 3) Facebook

Facebook is the greatest data company of all time for marketers. If I want to make a video, I can target it specifically to the people interested in it. And that's called not wasting people's time. Only the people who give a crap about it will see it

### 4) Instagram

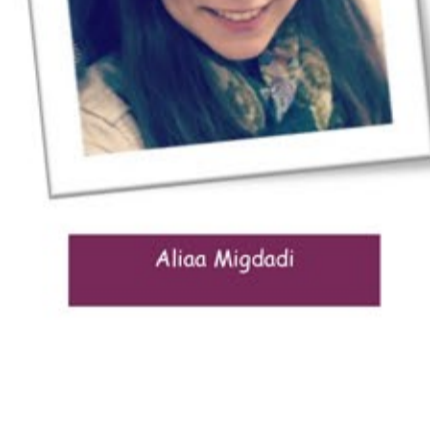
This is the number one platform for attention right now, but video is not native to it. We see that in the data, people interact with photos far more than video.



Abdullah Abbas

## DON'T PUT YOURSELF IN SOMEONE ELSE'S SHOES

As the days pass, in our minds originate principles that we believe in and that we choose not to ever change but as more days pass with new situations arising, new people, and new environments we start letting go of some of those principles in order for other ones to take place instead. Many think that the idea of changing one principle defines weak personalities. Every single person out there overcomes possible obstacles differently and that means that even if two people are going through the exact same situation, they're actually not, but why? The answer is simple, there is a special mark created inside that identifies each person uniquely. Therefore, a word to those who judge others thinking that they have experienced the same or even more...please do not ever feel like you know better. The weak personalities are the one's who avoid stepping in a different place. Many cases require people to deconstruct or grow their principles and think unconventionally evolving to be who they are today. I say it is maturing.



Aliaa Migdadi

## Adobe Spark platform

Adobe Spark is a new web and mobile platform for great and easy content creation. Adobe Spark makes it easy to create a fantastic looking social graphics, web stories, and animated videos. Most content creation tools require significant design and computer knowledge and experience, Adobe Spark simplifies content creation to a level that anyone can master on the first day.



Dr. Sultan Al masaeed

Spark comes in both a cross-platform web app that lets you create all three content types, and also in three separate mobile apps, one for each medium: Adobe Spark Page for web stories, Adobe Spark Post for social graphics, and Adobe Spark Video for animated videos. The only Critique I have is Adobe Post content will have Spark branding attached to it.

At the end, Adobe Spark is free and doesn't require a subscription. Furthermore, it's an incredible platform that could benefit anyone that uses it.

## How Artificial intelligence benefits E-commerce?

According to Business insider, by 2020, 85 percent of customer interactions will be handled without a human. phone calls, emails, social comments, chats and other services can all be responded to faster and more efficiently by an automated system being taught to replicate human functions. Artificial intelligence is changing the way businesses serve their customers, but how is it changing e-commerce?

### 1- Creating A More Personalized Customer Experience

Artificial Intelligence allows sales people to provide a more personalized experience for their customers. How you may ask? Well, AI can analyze data sets way more efficiently than a human being can. This means that it can rapidly identify clusters and patterns in the information.

### 2- Retargeting Potential Customers.

For example, AI in retailing is using facial recognition to capture customers' "dwell times". This means that the length of time a customer lingers by a certain product, this information will then be stored for use upon the customer's next visit. As AI improves and develops, you could even start seeing special offers on your computer screen based on your in-store dwell time.

### 3-Creating An Efficient Sales Process

If you want to customize your solutions and craft a sales message that reaches customers at the right time on the right platform, integrating AI into your CRM may be the way to go. If your AI system enables natural language learning and voice input, your CRM will answer customer queries, solve problems and even identify new opportunities for sales.



Rawan Bakeer

## 5 ecommerce fraud predictions for 2017

Ecommerce fraud is growing as more consumers turn to online shopping. Fortunately, by being careful, merchants can fight fraud and win.

### 1. Identity theft and friendly fraud

The main threat is identity theft, fraudster will seek your personal information their main goal is to use different identity and place online order.

### 2. Merchant and triangulation fraud

In merchant fraud, the goods are provided at extremely low prices no shipments take a place yet.

### 3. Affiliate and clean fraud

Two types of affiliate fraud are popular these days, while both seek one objective. By manipulating sign-up data or traffic, fraudsters are pursuing the objective of collecting more money. Options include actual people using fake accounts who log into sites of merchants or simply employing an automated process.

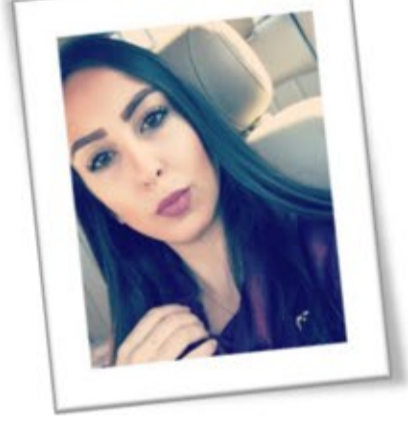
### 4. The counterattack

Online piracy and the sale of counterfeit goods will face new challenges, as the U.S department of justice has declared a new initiative teaming up state and local law enforcement agencies in this struggle. Washington has already pumped \$3.2 million into this campaign.

### 5. Fighting fraud

Riskified This company delivers e-commerce fraud prevention solutions for merchants to certify previously avoided transactions

And works on establishing genuine financial security between online customers and e-commerce merchants.



Sarah Al qalalwah

## Comersh /entrepreneur Melad Mattar

Comersh is a leading company that will be open this summer of 2017; entrepreneur Melad Mattar is a student of Amman al-ahliyya University in the e-business department had founded this company. Comersh is an E-commerce company that will let its customers to find their favorite items among thousands of well known brands, as it has affiliations with the biggest providers in the industry.

100% authentic products, a great customer service, and a very fast shipping, none of the less the lowest price in the market is a few from many advantages that hopefully will make comersh a leading company and will distinguish this company in the market.



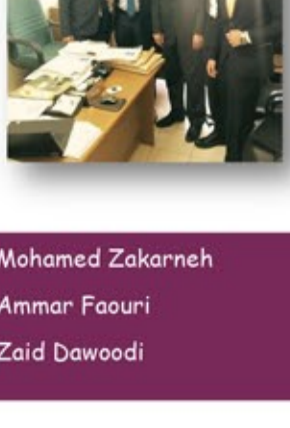
Melad Mattar

## E business & commerce / MIS department graduation projects

### E-Semsar

E-Semsar is an application where people can show their properties they want to sell or rent. Such this application can provide the most easiest way for investors and individuals to track what properties are available so they can buy and thus get rid from the charges that brokers induce which is 1%, 2%, and 2.5% from the bargain.

On the other hand, this application will serve customers in various needs. It'll save time, money and reduce the effort of customers who are looking for properties and they won't need to pay for brokers



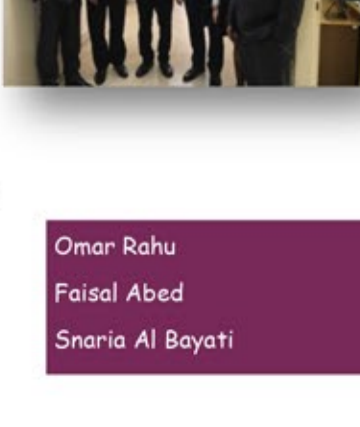
Mohamed Zakarnah  
Ammar Faouri  
Zaid Dawoodi

### E-Ticket

No more wasted time, no more wasted money, and no more wasted energy. As Benjamin Franklin said: "Time is money".

E-ticket is an application that serves the human race in every aspect possible.

Therefore, instead of waiting for hours in an infinite line to withdraw your salary, you now book your ticket at home and wait for your turn while you are doing something else, and instead of waiting to get your car license repaired, re-newed, or replaced for hours while being exposed to the sun, or the rain, or the cloudy weather, you can save yourself all these troubles by using our new application.



Omar Rahu  
Faisal Abed  
Snaria Al Bayati

## Business school departments and academic programs

- Accounting
- Business Administration
- Finance and Banking
- Marketing
- Management Information Systems
- Hotel Management & Tourism
- Electronic Business & Commerce
- MBA Master Program

## Future postgraduate programs

- Master of Professional Accountancy
- Master of accounting and finance

I hope that you enjoy reading E talk newsletter

Dr. Ahmad Al-heet

Head of E-business & Commerce and MIS Departments

