

NETWORKS, MARKETS & PEOPLE - NMP2024

THEMATIC SESSIONS - TS

TS-11

URBAN COMPETITIVENESS AND SUSTAINABLE SOCIO-ECONOMIC AND ECOLOGICAL DEVELOPMENTS

Keywords: Quality-Productivity and Services; Competitive Place Marketing; Social Inclusive and Equality; Space Relations and Interactivity; Re-forming Land Use; The New Image of: Townscape-Landscape-Streetscape; Context Sensitive Design.

Competitiveness and economic growth are frequently viewed as closely intertwined ideas, which requires longterm investments as (innovation, education, and infrastructure). Competitiveness is a concept that shows up in all aspects of human life, both at the micro level, in personal, social, and professional life, and at the macro level, linked to organizational, national and international competitiveness with long-term effects on global competitiveness. The notion only really entered economics in the 1980s, as a buzzword from management studies. Competitiveness is the capability of an individual or organization to gain competitive advantages over its rivals, and it can be applied to any field to increased economic growth, through the quantitative and qualitative increase of some indicators, such as productivity, efficiency, gross domestic product, real wages, wellbeing, and quality of life, etc.

OBJECTIVE AMIS

- 1-To give a new image of Competitive cities.
- 2-To give a guidelines about sustainable socio- economic and ecological developments through the notion of 'competitiveness' the notion of 'competitiveness'.
- 3-To survive in the new spatial-marketplace being forged by globalization and the new information technologies.
- 4-To improve the productive and innovative performance of the national economy.

CHAIRS

Wahdashuker Mahmoud Al-Hinkawi - Department Of Architecture, University of Technology, Baghdad, Iraq.

Master of science in architectural engineering 1995 , from university of technology - Iraq Ph.D in architecture 1999 from university of technology - Iraq from university of technology - Iraq Supervised more than twenty master and PH.D. thesis .A member of many scientific committees. Reviewer for many of local and international journal. Head of the department of architecture from 2014 to 2016. Editore in chief for the Iraq journal for architectural engineering.

Ibtisam Abdulelah Mohammed Al Khafaji - Department of Architecture - AL-ESRAA University College, Baghdad, Iraq.

-HEAD OF ARCHITECTURE DEPARTMENT 2023.

-BSC. degree In architecture Engineering - University of Technology, 1995, Iraq.

-Master of Science in Architectural Engineering- University of Technology 1999, Iraq.

-Ph.D. in architecture - Università degli Studi Mediterranea di Reggio Calabria, 2013, Italy.