

Workshop ID: A2

Title:

Value Creation in the Metaverse

1) Short description

Metaverses refer to immersive virtual worlds in which people, places and things of the physical world are instantiated by their digital representations. The maturity of technologies including extended reality, human-computer interaction, artificial intelligence, blockchain, non-fungible tokens (NFTs), cloud computing and mobile networks in combination with the latest investments of tech giants (e.g., Meta, Microsoft), are currently driving the wider use of Metaverses.

As Metaverses operate in real-time, their wide adoption is expected to create digital public spaces for interaction in which the already possible online interactions are intensified and blended with the physical world as never before. It is thus expected that Metaverses will generate value by releasing a new spectrum of opportunities at different levels. For example, individuals will experience changes in customer and user experiences, their everyday work arrangements, socialising, and other domains of their everyday lives, whereas business transformation will lead to new business models and business innovation, fostering remote and hybrid work.

We invite participants to consider diverse pathways towards identifying and securing the potential value for businesses and how that might be generated through various delivery channels and mechanisms (e.g., gamified techniques). At the same time, we invite them to critically examine whether and how metaverses can create social value and benefits (e.g., increased inclusivity) while tackling other possible unintended consequences (e.g., online hate and harassment).

The workshop is organised as part of the MSCA AGORA EU-funded project (grant ID: 101119937)

2) Detailed Description

Types of submissions

- Theoretical or Empirical
- Research in progress
- Research Ideas
- Short Papers

Important Dates

- Submission deadline: April 14th, 2024
- Notification of Acceptance: April 26th, 2024
- Workshop: June 16th, 2024

Instructions for Submissions

- Papers should be emailed to efpraxia.zamani@durham.ac.uk with the subject line: Submission ECIS 2024 Metaverse PDW
- The submission should be more than 2,500 words long (excluding references)
- The submission filename should include the first author's last name and the title of the conference (e.g., ZAMANI_ECIS2024_PDW)
- The paper format should follow the ECIS 2024 template and be in PDF format

Format of the workshop

The aim of the workshop is to exchange ideas, discuss work in progress and provide feedback to participants so that they can then publish their work (in extended form) in an academic journal. Submissions will be shared among participants prior to the workshop, and all participants will have to review two of these and submit their short review prior to the workshop. During the workshop, authors will be able to discuss the feedback with other participants during small group discussions, led by one of the workshop organisers.

3) Workshop Organisers

Efpraxia D. Zamani, efpraxia.zamani@durham.ac.uk (contact person)

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4) submission link\site\email

Papers should be emailed to efpraxia.zamani@durham.ac.uk with the subject line:

Submission ECIS 2024 Metaverse PDW

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