The 15th Mediterranean Conference on Information Systems (MCIS) and The 6th MENA Conference on Information Systems (MENACIS) 2023
"Bridging Communities in a Digital World"
September 6–9th, 2023

Association for Information Systems

ie BUSINESS SCHOOL

Track #09

Metaverse Research and Practice Track

Track Description

Tech giants have recently publicly announced their intention to largely invest in metaverse. Indeed, Facebook announced renaming itself to Meta[1], highlighting its intention to enhance its online social experiences into three dimensions and enable users to complete activities that they cannot do in the physical world. At the same time, Microsoft announced the release of Mesh[2] for Teams aiming to elevate meeting experiences by offering mixed reality capabilities. These initiatives have renewed interest in the opportunities afforded by virtual spaces and the value they can generate for stakeholders. Therefore, once more we are faced with the question as to whether a three-dimensional immersive environment is the way forward when it comes to our online interactions. Early attempts did not live up to the expectations and the hype generated. Still, much has changed since then, not just when it comes to online technologies, but also user expectations and online practices. Metaverse is currently receiving increased attention. The maturity of technologies including extended reality, human-computer interaction, artificial intelligence, blockchain, computer vision, edge and cloud computing and mobile networks, is currently driving the developments and wider use of metaverses (Lee et al., 2021). Enhanced accessibility, wider use of mobile technologies, social distancing due to the pandemic and the need for alternative ways of investing are some of the drivers of recent interest in the metaverse beyond the maturity of related technologies and infrastructure.

While new exciting metaverse implementations are expected in the near future, the use of metaverses is expected to disrupt the way we interact in the virtual world and bring notable implications to businesses and society (Polyviou & Pappas, 2022). Different business sectors such as marketing, education, healthcare sectors are expected to be transformed, whereas societal effects may range from social interaction factors from widespread adoption to issues relating to trust, privacy, bias, disinformation, application of law as well as psychological aspects linked to addiction and impact on vulnerable people (Dwivedi et al., 2022). Along the same lines, industrial applications for digital manufacturing could be developed to facilitate rapid product design, remote maintenance, simulation of production processes, employee safety and a wide range of digital twins applications. While businesses are shifting away from metaverses' peak of inflated expectations, research and practise has begun to explore the metaverse beyond the hype.

References

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[1] https://about.fb.com/news/2021/10/facebook-company-is-now-meta/

[2] https://news.microsoft.com/innovation-stories/mesh-for-microsoft-teams/

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- Lee, L-H., Braud, T., Zhou, P., Wang, L., Xu, D., Lin, Z., Kumar, A., Bermejo, C., Hui, P. (2021). "All One Needs to Know about Metaverse: A Complete Survey on Technological Singularity, Virtual Ecosystem, and Research Agenda". *Working Paper*. 10.13140/RG.2.2.11200.05124/8.
- Polyviou, A., Pappas, I.O. Chasing Metaverses: Reflecting on Existing Literature to Understand the Business Value of Metaverses. *Inf Syst Front* (2022). https://doi.org/10.1007/s10796-022-10364-4

Track Main Topics

Topics of submission may include, but are not limited to:
- Metaverse new skills and the future of work
- Metaverse in Industry 5.0
- Ethical issues related to the Metaverse
- The 'dark side' of Metaverse
- Metaverse: Illegal activities and unintended consequences
- Metaverse and new business models
- Disruptive innovation in the Metaverse environment
- Governance and regulation for the use of Metaverse
- Training using Metaverse
- Generative AI and Metaverse
- Metaverse in education
- Metaverse in marketing
- Designing artifacts for the metaverse
- User behaviour and experience in the Metaverse
- Psychological aspects in human behaviour in the Metaverse
- Implications on user identity, social interactions and well-being
- Virtual consumption, payments & NFTs, and financial innovation

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