

## A SEMINAR SERIES ON

(January 2023 - December 2023)

# THE DIGITAL FUTURE FOR BUSINESS & SOCIETY: EMERGING PERSPECTIVES ON THE METAVERSE



Hosted Jointly by

**Professor Dr Yogesh K. Dwivedi and Dr Laurie Hughes**  
Digital Futures for Sustainable Business & Society Research Group,  
School of Management, Swansea University, United Kingdom

and

**Professor Dr Ramakrishnan Raman**  
Symbiosis Institute of Business Management Pune, India  
Constituent of Symbiosis International (Deemed University), India

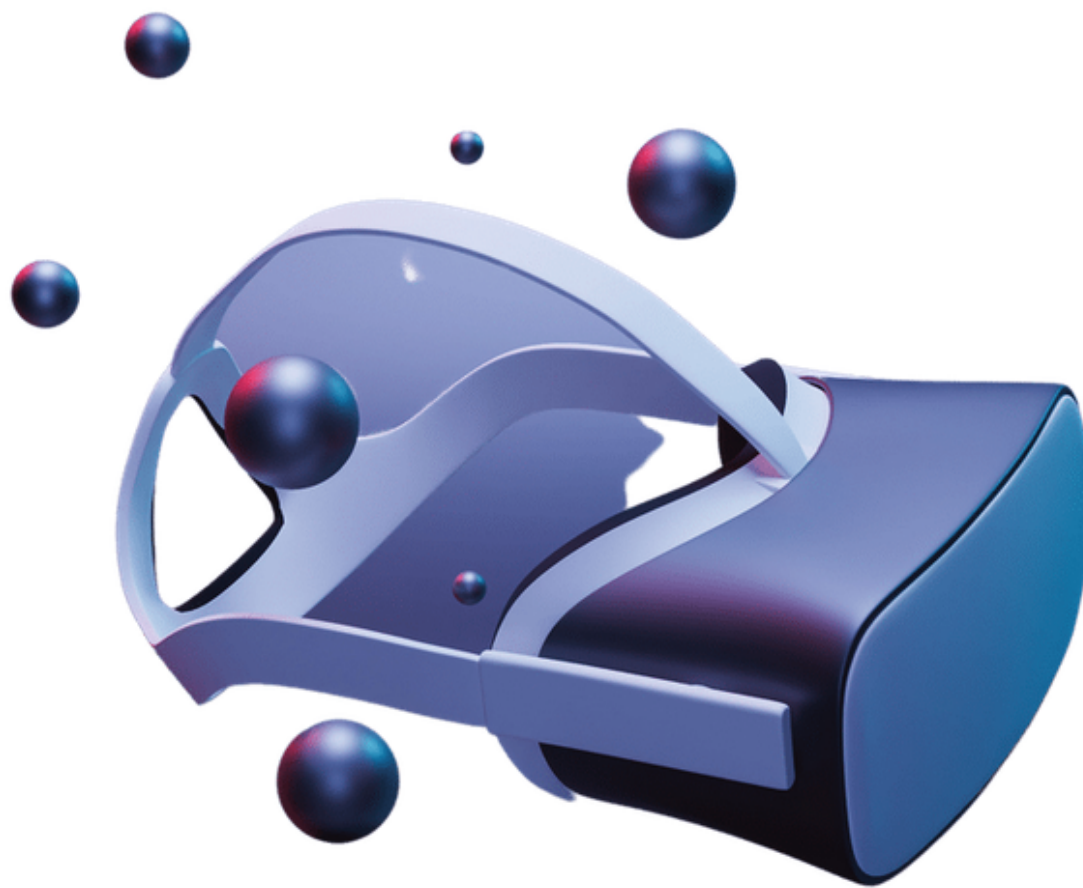
## Seminar Series Supported By

DIGITAL MARKETING AND ANALYTICS SIG  
ACADEMY OF MARKETING

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THE E-BUSINESS AND E-GOVERNMENT SIG  
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THE UK ACADEMY FOR INFORMATION SYSTEMS  
(UKAIS)



## About This Seminar Series

Emerging technologies such as Artificial Intelligence (AI), blockchain, Internet of Things (IoT), and the metaverse, undoubtedly offer transformative potential for the augmentation and potential replacement of human performed tasks and activities within a wide range of industrial, intellectual, and social applications. The pace of change for this new AI technological age is staggering, with new breakthroughs in algorithmic machine learning and autonomous decision-making, coupled with developments related to blockchain, IoT and the metaverse, are engendering new opportunities for continued innovation. The impact and widespread adoption of these technologies is likely to be transformational within sectors ranging from agriculture, finance, healthcare, manufacturing, retail, supply chain, logistics and utilities.

The metaverse has the potential to extend the capabilities and constraints of the physical world using augmented and virtual reality technologies, allowing users to seamlessly interact within real and simulated environments (Dwivedi et al., 2022ab). Although the technology and infrastructure does not yet exist to allow the development of new immersive virtual worlds at scale - one that our avatars could transcend across platforms, researchers are increasingly examining the transformative impact of the metaverse. Impacted sectors include marketing, education, healthcare as well as societal effects relating to social interaction factors from widespread adoption, and 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., 2022ab).

The seminar series on “The Digital Future for Business & Society: Emerging Perspectives on the Metaverse” will present various perspectives from a number of leading expert speakers to highlight the opportunities and challenges posed by the rapid emergence of the metaverse. The seminar series will offer a timely and thought-provoking insight to the metaverse, its impact on the future of business, management and societal factors impacted by the growth, direction and widespread adoption of this new immersive technology.

### References

Dwivedi, Y. K., Hughes, L., Baabdullah, A. M., Ribeiro-Navarrete, S., Giannakis, M., Al-Debei, M. M., ... & Wamba, S. F. (2022a). Metaverse beyond the hype: Multidisciplinary perspectives on emerging challenges, opportunities, and agenda for research, practice and policy. *International Journal of Information Management*, 66, 102542.

Dwivedi, Y. K., Hughes, L., Wang, Y., Alalwan, A. A., Ahn, S. J., Balakrishnan, J., Barta, S., Belk, R., Buhalis, D., Dutot, V., Felix, R., Filieri, R., Flavián, C., Gustafsson, A., Hinsch, C., Hollensen, S., Jain, V., Kim, J., Krishen, A. S., ... Wirtz, J. (2022b). Metaverse marketing: How the metaverse will shape the future of consumer research and practice. *Psychology & Marketing*, 1-27. <https://doi.org/10.1002/mar.21767>



## About Organisers



**Yogesh K. Dwivedi** is a Professor of Digital Marketing and Innovation and Founding Director of the Digital Futures for Sustainable Business & Society Research Group at the School of Management, Swansea University, Wales, UK. In addition, he holds a Distinguished Research Professorship at the Symbiosis Institute of Business Management (SIBM), Pune, India. Professor Dwivedi is also currently leading the *International Journal of Information Management* as its Editor-in-Chief.

His research interests are at the interface of Information Systems (IS) and Marketing, focusing on issues related to consumer adoption and diffusion of emerging digital innovations, digital government, and digital and social media marketing particularly in the context of emerging markets. Professor Dwivedi has published more than 500 articles in a range of leading academic journals and conferences that are widely cited (more than 47 thousand times as per Google Scholar). He has been named on the annual Highly Cited Researchers™ 2020, 2021 and 2022 lists from Clarivate Analytics. Professor Dwivedi is an Associate Editor of the *Journal of Business Research*, *European Journal of Marketing*, *Government Information Quarterly* and *International Journal of Electronic Government Research*, and Senior Editor of the *Journal of Electronic Commerce Research*. More information about Professor Dwivedi can be found at: <http://www.swansea.ac.uk/staff/som/academic-staff/y.k.dwivedi/>.



**Dr Laurie Hughes** is a senior lecturer within the Strategic Operations group and founding member of the Digital Futures for Sustainable Business & Society Research Group at the School of Management, Swansea University, UK. Laurie has extensive senior management and consultancy experience in a variety of industry roles within finance, manufacturing, operations, UK defence and government organisations. Within academia he has published over 30 articles receiving a Google citation count of over 4,500 across a range of technology focussed research topics within leading academic journals in subjects such as: Artificial Intelligence (AI), Metaverse, Blockchain, Industry

4.0, IS project failure, Supply Chain Management and Digital Marketing. Laurie is interested in developing research that focuses on the impact of AI adoption and the disruption of industry and society through the application of technology.



**Professor Ramakrishnan Raman** has two decades years of total work experience, which is a blend of corporate, academic and research experience. He is the Director of SIBM Pune (A constituent of SIU under faculty of Management). He is also the Dean, Faculty of Management at Symbiosis International University and Director – Strategy and Development at Symbiosis. Raman has initiated several international collaborations for exchange of student and faculty members with academic institutions across the globe. Raman's main research interest is at the

interface of Information Systems, Information Security, IT Strategy, Artificial Intelligence and Digital Marketing.



## Series Moderated By

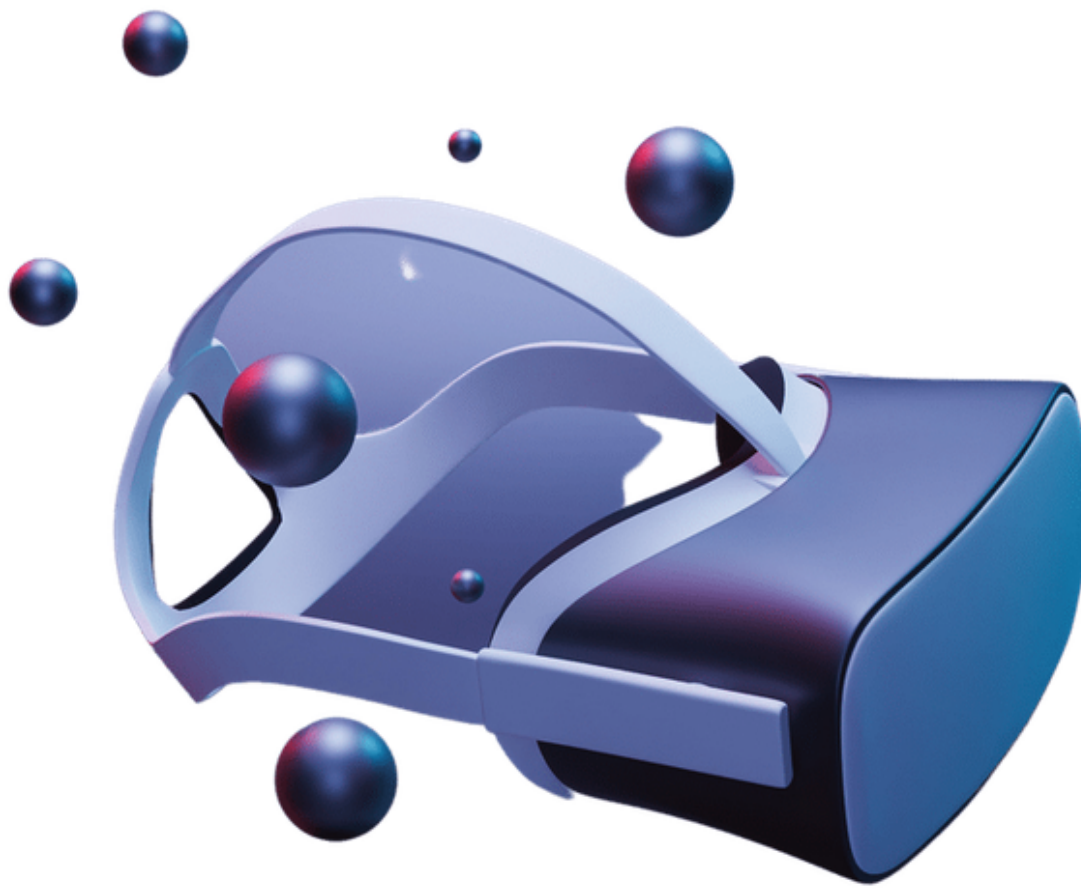


**Dr. Vinod Kumar** completed his mechanical engineering from Kurkshetra University and pursued his Master of Business Administration from Punjab Technical University. He then completed his Ph.D. in marketing from Indian Institute of Technology (IIT), Roorkee. He has more than twelve years of corporate and academic experience. After working with Indian Institute of Information Technology (IIIT), Lucknow he joined SIBM Pune as Associate Professor (Marketing). His teaching and research interest include Brand

Management, Digital Marketing, Sales and Distribution Management, Social Media Marketing, E-Service Consumption, Green Marketing, Sustainable Marketing and has published several research papers in these areas.



**Dr. Anabel Gutierrez** is a Co-Chair of the Digital Marketing and Analytics SIG at the Academy of Marketing and a Senior Lecturer in Digital Marketing at Royal Holloway, University of London. Her research focuses on responsible innovation and adoption of emerging technologies with a particular interest in data privacy concerns and data ethics.



## Tentative Schedule (From January 2023 to December 2023)

SPEAKER	DATE & TIME	SEMINAR TITLE	MEETING LINKS
<b>PROFESSOR PHILIPP RAUSCHNABEL</b> UNIVERSITÄT DER BUNDESWEHR MÜNCHEN GERMANY	18TH JAN 2023 (1 PM UK TIME) (06#30 PM IST)	SURFING THE INTERNET AND DIVING IN THE METAVERSE: A STATUS QUO ANALYSIS	REGISTRATION LINK <a href="https://tinyurl.com/seminarseries-1">HTTPS://TINYURL.COM/SEMINARSERIES-1</a>  YOUTUBE LINK <a href="https://tinyurl.com/youtube-ss-1">HTTPS://TINYURL.COM/YOUTUBE-SS-1</a>
<b>PROFESSOR CARLOS FLAVIAN</b> UNIVERSITY OF ZARAGOZA SPAIN	15TH FEB 2023 (1 PM UK TIME) (06#30 PM IST)	ENGAGING USERS IN THE METAVERSE. APPLICATIONS IN DIFFERENT INDUSTRIES	REGISTRATION LINK <a href="https://tinyurl.com/seminarseries-2">HTTPS://TINYURL.COM/SEMINARSERIES-2</a>  YOUTUBE LINK <a href="https://tinyurl.com/youtube-ss-2">HTTPS://TINYURL.COM/YOUTUBE-SS-2</a>
<b>PROFESSOR ANDERS GUSTAFSSON</b> & <b>MR JARED OFFEI LARTEY</b> NORWEGIAN BUSINESS SCHOOL NORWAY	15TH MARCH 2023 (1 PM UK TIME) (06#30 PM IST)	METAVERSE – LET’S MAKE SURE THAT WE DO NOT FORGET ABOUT THE HUMAN ASPECTS	REGISTRATION LINK <a href="https://tinyurl.com/seminarseries-3">HTTPS://TINYURL.COM/SEMINARSERIES-3</a>  YOUTUBE LINK <a href="https://tinyurl.com/youtube-ss-3">HTTPS://TINYURL.COM/YOUTUBE-SS-3</a>
<b>PROFESSOR DIMITRIOS BUHALIS</b> BOURNEMOUTH UNIVERSITY BUSINESS SCHOOL UNITED KINGDOM	22ND MARCH 2023 (1 PM UK TIME) (06#30 PM IST)	METAVERSE AND TOURISM MARKETING	REGISTRATION LINK <a href="https://tinyurl.com/seminarseries-4">HTTPS://TINYURL.COM/SEMINARSERIES-4</a>  YOUTUBE LINK <a href="https://tinyurl.com/youtube-ss-4">HTTPS://TINYURL.COM/YOUTUBE-SS-4</a>
PROFESSOR SAMUEL FOSSO WAMBA, TBS, FRANCE  DR MACIEL M. QUEIROZ, FGV EAESP, BRAZIL  DR ANURAGINI SHIRISH PROFESSOR AT INSTITUT MINES-TÉLÉCOM BUSINESS SCHOOL, FRANCE	26TH APRIL 2023 (1 PM UK TIME) (06#30 PM IST)	UNLOCKING THE METAVERSE IN MANUFACTURING AND OPERATIONS MANAGEMENT	REGISTRATION LINK <a href="https://tinyurl.com/seminarseries-5A">HTTPS://TINYURL.COM/SEMINARSERIES-5A</a>  YOUTUBE LINK <a href="https://tinyurl.com/youtube-ss-5A">HTTPS://TINYURL.COM/YOUTUBE-SS-5A</a>
<b>PROFESSOR NIR KSHETRI</b> UNIVERSITY OF NORTH CAROLINA UNITED STATES OF AMERICA	17TH MAY 2023 (1 PM UK TIME) (06#30 PM IST)	POLLUTION-REDUCING AND POLLUTION-GENERATING EFFECTS OF THE METAVERSE	REGISTRATION LINK <a href="https://tinyurl.com/seminarseries-6">HTTPS://TINYURL.COM/SEMINARSERIES-6</a>  YOUTUBE LINK <a href="https://tinyurl.com/youtube-ss-6">HTTPS://TINYURL.COM/YOUTUBE-SS-6</a>
<b>PROFESSOR SAVVAS PAPAGIANNIDIS</b> NEWCASTLE UNIVERSITY UNITED KINGDOM	21ST JUNE 2023 (1 PM UK TIME) (06#30 PM IST)	METAVERSE RETAIL: REFLECTIONS ON THE OPPORTUNITIES AND CHALLENGES AHEAD	REGISTRATION LINK <a href="https://tinyurl.com/seminarseries-7">HTTPS://TINYURL.COM/SEMINARSERIES-7</a>  YOUTUBE LINK <a href="https://tinyurl.com/youtube-ss-7">HTTPS://TINYURL.COM/YOUTUBE-SS-7</a>

## Schedule Continued ..

SPEAKER	DATE & TIME	SEMINAR TITLE	MEETING LINKS
<b>PROF. DR. JUR. STEFAN KOOS</b> UNIVERSITÄT DER BUNDESWEHR GERMANY	12TH JULY 2023 (1 PM UK TIME) (06#30 PM IST)	THE INDIVIDUAL AND ITS PROPERTY IN THE VIRTUALITY - LEGAL ASPECTS OF VIRTUAL AND AUGMENTED REALITY?	REGISTRATION LINK <a href="https://tinyurl.com/seminarseries-8">HTTPS://TINYURL.COM/SEMINARSERIES-8</a>  YOUTUBE LINK <a href="https://tinyurl.com/youtube-ss-8">HTTPS://TINYURL.COM/YOUTUBE-SS-8</a>
<b>PROFESSOR VARSHA JAIN</b> MICA INDIA	2ND AUG 2023 (1 PM UK TIME) (06#30 PM IST)	OPPORTUNITIES AND CHALLENGES OF METAVERSE IN MARKETING	REGISTRATION LINK <a href="https://tinyurl.com/seminarseries-9">HTTPS://TINYURL.COM/SEMINARSERIES-9</a>  YOUTUBE LINK <a href="https://tinyurl.com/youtube-ss-9">HTTPS://TINYURL.COM/YOUTUBE-SS-9</a>
<b>DR EMMANUEL MOGAJI</b> UNIVERSITY OF GREENWICH, UNITED KINGDOM	13TH SEP 2023 (1 PM UK TIME) (06#30 PM IST)	ADVERTISING AND MEDIA PLANNING ON THE METAVERSE: A THEORETICAL PRIMER FOR ADVERTISING RESEARCH AND PRACTICE	REGISTRATION LINK <a href="https://tinyurl.com/seminarseries-10">HTTPS://TINYURL.COM/SEMINARSERIES-10</a>  YOUTUBE LINK <a href="https://tinyurl.com/youtube-ss-10">HTTPS://TINYURL.COM/YOUTUBE-SS-10</a>
<b>PROFESSOR JOOYOUNG KIM</b> UNIVERSITY OF GEORGIA UNITED STATES OF AMERICA	20TH SEP 2023 (1 PM UK TIME) (06#30 PM IST)	METAVERSE AND ADVERTISING: A SYMBIOTIC RELATIONSHIP	REGISTRATION LINK <a href="https://tinyurl.com/seminarseries-11">HTTPS://TINYURL.COM/SEMINARSERIES-11</a>  YOUTUBE LINK <a href="https://tinyurl.com/youtube-ss-11">HTTPS://TINYURL.COM/YOUTUBE-SS-11</a>
<b>DR ARIANA POLYVIU</b> UNIVERSITY OF NICOSIA CYPRUS & <b>PROFESSOR ILIAS O. PAPPAS</b> UNIVERSITY OF AGDER NORWAY	18TH OCT 2023 (1 PM UK TIME) (06#30 PM IST)	THE BUSINESS VALUE OF METAVERSES	REGISTRATION LINK <a href="https://tinyurl.com/seminarseries-12">HTTPS://TINYURL.COM/SEMINARSERIES-12</a>  YOUTUBE LINK <a href="https://tinyurl.com/youtube-ss-12">HTTPS://TINYURL.COM/YOUTUBE-SS-12</a>
<b>PROFESSOR NEERAJ PANDEY</b> NATIONAL INSTITUTE OF INDUSTRIAL ENGINEERING INDIA	8TH NOV 2023 (1 PM UK TIME) (06#30 PM IST)	MONETIZING METAVERSE: OPPORTUNITIES AND WAY FORWARD	REGISTRATION LINK <a href="https://tinyurl.com/seminarseries-13">HTTPS://TINYURL.COM/SEMINARSERIES-13</a>  YOUTUBE LINK <a href="https://tinyurl.com/seminarseries-13">HTTPS://TINYURL.COM/SEMINARSERIES-13</a>

FOR REGISTRATION CONTACT

[y.k.dwivedi@swansea.ac.uk](mailto:y.k.dwivedi@swansea.ac.uk)

or

[director@sibmpune.edu.in](mailto:director@sibmpune.edu.in)

or

[vinodkumar@sibmpune.edu.in](mailto:vinodkumar@sibmpune.edu.in)

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