



CONFERENCE - VIRTUAL WORLDS AND THE METAVERSE

> SEPTEMBER 28TH 2023 IN PARIS CAMPUS



DETAILED PROGRAM

MORNING SESSIONS WITH AN EMPHASIS ON RESEARCH

> 09:00 – 10:00 Welcome coffee

> 10:00 – 12:00 Research overview by keynote speakers

- [Russell W. BELK](#) (Professor of Marketing at Schulich School of Business, York University) on Virtual ownership in the metaverse
- [Thorsten HENNIG-THURAU](#) (Professor of Marketing at the University of Münster) on Social relationships in the metaverse
- [Philipp RAUSCHNABEL](#) (Professor of Digital Marketing and Media Innovation at the Universität der Bundeswehr München) on Augmented reality in the metaverse
- [Carlos FLAVIAN](#) (Professor of Marketing at the University of Zaragoza), on emerging technologies shaping the new virtual landscape.

> 12:00 – 13:00 Networking lunch

AFTERNOON SESSIONS WITH AN EMPHASIS ON PRACTICE

> 13:00 – 15:30: *Practice Overview* - sharing of examples from the field

- [Morgan BOUCHET](#) (Innovation & Digital Content Director / Head of XR – spatial computing at Orange) on key developments on virtual worlds and the metaverse with illustrations from Orange
- [Ellen VAN DE WOESTIJNE](#) (VP Strategic Development at ARHT) on barriers and opportunities for virtual worlds around the usage of holograms
- [Jae MALONEY](#) (Innovation Consultant & New Technology Researcher at Air France-KLM) on key developments on virtual worlds and the metaverse with illustrations from Air France-KLM
- [Emanuela PRANDELLI](#) (LVMH Associate Professor of Fashion and Luxury Management at Bocconi University) on barriers and opportunities for virtual worlds in the luxury industry.

> 15.30 – 17:00: *Thematic Workshops* (in parallel), aimed at triggering discussions between participants from industry and academia to share thoughts on barriers and opportunities:

1. Workshop on Virtual possessions and ownership
2. Workshop on Avatars and digital identities
3. Workshop on Privacy and regulation in virtual worlds
4. Workshop on Influencer marketing
5. Demonstration of some virtual tools

> 17:00 – 18:30 Summary of conference insights, roundtable and concluding remarks