

P51 - Exploring The Metaverse: Barriers, Enablers and Expected Outcomes

24. TECHNOLOGICAL CHANGE and BUSINESS MODEL INNOVATION

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Track summary: The Metaverse is one of the most interesting emerging technological paradigm of the current technological era. Its deployment will require elevated efforts from businesses as it requires the simultaneous consideration of several different technological layers altogether (i.e., Artificial Intelligence, Internet of Things, Augment Reality, Virtual Reality and Blockchain). Additionally, as of today a unitarian Metaverse does not exist, and many different alternative metaverses are (mostly) unsuccessfully popping-out. The demise of many of these large scale initiatives is represented by the lack of interoperability between them and managers negative perceptions related to high costs and uncertain returns.

What is striking in such a context is that some businesses are benefiting from the existence of private metaverses (or virtual worlds) for a plethora of different purposes such as new employees onboarding, supply chain management, new product development, and sales to customers.

The need to explore how these business explored The Metaverse as a paradigm or a metaverse is starting to emerge. While a one-size-fits-all approach may be misleading, an in depth observation of the micro and meso traits allowing these companies to successfully explore (and eventually exploit) these digital environments is required.

In doing so, implications for theory and suggestions for skeptical managers may be drawn.

The track thus aim to provide scholars working on this topic a platform to share emerging ideas on the topic, and to investigate why and how some businesses are succeeding in Metaverse exploration, which capacities may be fundamental, and which outcomes they are expecting.