



DIG PhD scholarship

Title	Metaverse and immersive experience analysis
Theme	<p>Even if the theme is still fluid and unclear in terms of implications and actual structure, there is a growing interest and an objective increasing availability of AR/VR and immersive web experiences. The intended goal of these initiatives is to provide enhanced experiences, but the understanding of the mechanism making them <i>valuable</i> experiences and their potential use in business and marketing contexts is still limited. This research theme encompasses a number of sub-issues as for example:</p> <ul style="list-style-type: none">• Are AR/VR and immersive experiences similar/different in terms of engagement to other online and offline experiences?• How is it possible to manage the presence of a company/brand in the metaverse to create valuable customer experiences?• What is the extent to which metaverse-based marketing actions can be integrated in omnichannel marketing?• How customer behaviour changes in the interaction with offerings/products/brands in the context of immersive experiences?• What are the performances of metaverse marketing actions? What are their determinants?
DIG professors involved	Debora Bettiga, Lucio Lamberti, Giuliano Noci
International collaborations	<p><i>Simone Borschi (University of Twente)</i></p> <p><i>Verena Dörner (Wien University)</i></p> <p><i>Richard Bagozzi (University of Michigan)</i></p> <p><i>Christof Weinhardt (Karlsruhe Institut für Technologie)</i></p> <p><i>Angela Paladino (The Melbourne University)</i></p>