

Call for Papers

4th International AR & VR Conference 2018: The Power of AR & VR for Business

Manchester, 21-22 June 2018

Host:

[Creative Augmented and Virtual Reality Hub](#),
Faculty of Business and Law,
Manchester Metropolitan University

Augmented and Virtual Reality (AR & VR) offer exciting opportunities for human computer interaction, the enhancement of places and new business cases. The Augmented Reality and Virtual Reality Conference organisers seek original, high-quality papers in all areas related to augmented reality (AR), virtual reality (VR), mixed reality and 3D user interfaces.

With a theme **The Power of AR & VR for Business**, International AR & VR Conference 2018 will focus on exploring cutting edge Augmented and Virtual Reality concepts, applications and business models which shape our everyday life, place and businesses.

Issues to be covered at the conference include, but are not limited to, the following areas:

- Augmented reality, virtual reality, artificial intelligence, big data and Internet of Things
- Augmented and virtual reality adoption behavior
- Augmented and virtual reality business model
- Development and implementation of augmented and virtual reality applications
- Mobile and wearable technologies and applications
- Impacts of augmented and virtual reality on value co-creation
- Augmented and virtual reality for customer engagement
- Enhancing customer experience via augmented and virtual reality
- Legal, ethical, and regulatory issues of augmented and virtual reality
- Augmented and virtual reality marketing
- Augmented and virtual reality gamification
- New methodological approaches for augmented and virtual reality
- Augmented and virtual reality applications in tourism, events, cultural heritage, architecture, education, retail, entertainment, health, manufacturing etc.
- Any other related topic

Instructions for authors

1. Scientific Track

All paper submissions must be in English and submitted as a word file using the [AR and VR 2018 Conference Template](#). The research track papers should include: 1. Introduction; 2. Literature review; 3. Methods (if appropriate); 4. Findings; 5. Discussion and Conclusion. APA referencing needs to be applied. The document file should not contain information that unnecessarily identifies the authors, their institutions, or their places of work. Paper length: max. 12 pages. All papers will be published as book chapter in **Springer**. Selected papers will be invited for fast track publication in **International Journal of Technology Marketing**.

2. Poster Track

2 pages abstract: recently completed work, work in progress, or publicly presentable ideas for unimplemented and/or unusual systems or applications.

3. Industrial Track

1 page abstract: best practices, industrial use cases of VR/AR/MR, project results and demonstrations of applications of VR/AR/MR in industry, and/or actual or potential transfers of academic results. Industrial track papers have to be presented in person.

4. Demonstration Track

1 pages abstract: live demonstrations of past and on-going projects. Technology developers and suppliers, exhibitors, digital artists and members of the VR/AR/MR industrial communities are all invited to exhibit and demonstrate the latest technologies and applications.

All Papers/abstracts must be submitted via Easy Chair:

<https://easychair.org/conferences/?conf=iavr2018>

Authors of accepted scientific papers and industrial track submissions will be expected to attend the conference and make a 10-15 minutes oral presentation. The authors of accepted posters and demonstrations will have to present their posters or demo presentations.

Time Schedule

Submission closes: January 31, 2018

Notification of acceptance/rejection/revision: February 28, 2018

Deadline to submit revised version: March 30, 2018

Final acceptance: April 15, 2018

Early bird registration deadline: April 29, 2018

Normal registration ends: June 8, 2018

Conference: 21-22 June 2018

For more information, please contact:

Conference chair: Dr. Timothy Jung - t.jung@mmu.ac.uk

Program chairs: Dr. M. Claudia tom Dieck – c.tom-dieck@mmu.ac.uk

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