

5th INTERNATIONAL AR & VR CONFERENCE 2019

Call for Papers

Changing Realities in a Dynamic World

June 12-14, 2019 / Munich



Summary

- **Special Issue (Journal of Business Research)**
- **Science and Industry Tracks**
- **Pre-Conference**
- **Doctoral Consortium (workshops, meet-the-editor sessions)**
- **Social Events (brewery visit)**
- **Conference Proceedings (Springer book)**
- **Keynote Speakers**
- **Paper Submission Deadline: January 31, 2019 via EasyChair**

Conference:

- **Location: Universität der Bundeswehr München (Neubiberg, Germany)**
- **Website (coming soon): www.arvrconference.com**
- **Conference Email: arvrmunich@gmail.com**
- **Hashtag: #ARVRMUC**



5th International AR & VR Conference 2019

Multiple forecasts indicate that the evolution of media and technology will further blur the boundary between the real world and the virtual world. In particular, a global study by Goldman Sachs (2016) concludes that augmented reality (AR) and virtual reality (VR) have the potential to “become the next big computing platform, and as we saw with the PC and smartphone, we expect new markets to be created and existing markets to be disrupted.” In addition, AR and VR offer new possibilities for (academic) research (e.g. experiments) and could – in combination with other technologies – generate new frontiers in marketing.

To better understand how these new realities impact a variety of business and management practices, the growing and interdisciplinary community of international researchers meets at the *International AR & VR Conference* to present and discuss recent advancements in the field. This conference has rapidly developed from a small conference on AR, VR, and mixed reality (MR) to an established conference attracting researchers from business, tourism, MIS, and so forth. The last conference attracted more than 230 people from over 20 countries to Manchester, UK, to present more than 50 papers and projects. In addition, keynote speakers from renown companies, such as Microsoft, BBC, PwC, and Samsung, discussed new technological developments within the industry; presentations that continue to attract numerous scholars from around the world.

In 2019, the conference will be held at the Universität der Bundeswehr München (UniBWM), in Germany, hosted by Prof. Philipp Rauschnabel, Chair of the newly founded Professorship of Digital Marketing and Media Innovation and the xReality Lab. We expect the conference to continue its growth. In addition, for the first time, we are hosting a pre-conference event (June 12th) that also includes a doctoral consortium containing a “Meet the Editor” session for AR & VR researchers in their early stages of their academic career.

In addition to an interesting conference program, we are pleased to announce our collaboration with the prestigious *Journal of Business Research (JBR)*. Selected academic conference papers will be invited for consideration in a Special Issue to be published following the conference.

The campus of the Universität der Bundeswehr München and its interesting history, the facilities - including flight simulators and multiple media labs - provide a perfect environment for this conference in one of the most beautiful areas in Germany, Munich (Bavaria). Munich is also one of the most active cities when it comes to AR and VR. Companies including Metaio or ReFlekt have their headquarters here and the industry meets each year at the Augmented World Expo (AWE) Europe. In addition, Munich and its beautiful suburbs invite conference attendees to visit multiple historic and cultural tourist attractions, breweries, Biergartens, lakes, or the Alps.

Topics of particular relevance for the conference include:

- **AR & VR in Marketing and Branding:**
Studies that assess the theoretical mechanisms through which virtual or augmented branded content can leverage brands and subsequently impact consumer behavior, including inspiration, purchasing and loyalty. Included among these theoretical domains is grounded theory and its focus on the cognitive psychology of real multi-sensory experiences versus the virtually imagined.
- **AR, VR, and Human Theories:**
While numerous AR and VR studies have applied theories grounded in technology acceptance and other IS premises, there is a lack of research incorporating and investigating established theories in marketing, management, media, communication, management and so forth from an AR and VR perspective.
- **A Critical View of AR & VR:**
Studies have assessed how consumers react to threats to their own and other people's privacy. We expect and encourage the submission of papers addressing potential AR/VR participant risks (including dizziness, health risks, etc.) to be among the primary topics.
- **AR & VR in Specific Functions and Industries:**
AR and VR can also be used in multiple other disciplines afar from marketing and consumer research, such as Human Resources, Manufacturing, Medical and Health Services, and so forth. In addition, some industries (e.g. Tourism) are pioneering in the advancement of AR and VR.
- **AR, VR, and Business Models:**
AR and VR provide multiple opportunities to disrupt existing and to build new business models. For example, in combination with other technologies (e.g. 3D printing), specific functions or disciplines might not be effective anymore.
- **AR, VR, and Society:**
In 2016, millions of people worldwide played Pokémon Go. This was one of the first times where many people combined a digital game with being physically active outdoor. However, this also lead to controversies about the positive (physical activity, socializing) and negative (privacy, distraction) for consumers and societies as a whole. Also, as we know, the phenomenon was very short-lived. What factors might make AR and VR products go beyond the fad to instead truly offer value.
- **AR, VR, and Use Cases:**
Where and how can AR and VR be used? Share academic or practical use cases with the international AR and VR community.
- **...plus any other topic relevant to the different disciplines!**

SPECIAL ISSUE (*Journal of Business Research*)

Selected papers will be invited for publication in a Special Issue of the *Journal of Business Research (JBR)*. *JBR* is a top-ranked academic journal (VHB Jourqual: B; ABDC: A) and, according to GoogleScholar, the 5th highest ranked Business Journal and the 1st highest ranked Marketing Journal.

Instructions for Authors

All papers/abstracts must be submitted [via Easy Chair](https://easychair.org/conferences/?conf=iavr19) (<https://easychair.org/conferences/?conf=iavr19>). At least one of the author of accepted papers will be expected to attend the conference and make a 10-15 minutes oral presentation. Papers not presented during the conference are not eligible to be considered for the *JBR* Special Issue.

Scientific Track

All paper submissions must be in English and submitted as a word file. The document file should not contain information that unnecessarily identifies the authors, their institutions, or their places of work. Extended abstract length: max. 3 pages (excluding references). Selected papers will be invited for a special issue (*Journal of Business Research*) or to be extended into a book chapter published by Springer. All accepted papers are expected to be presented during the conference.

PhD Poster Track

2-page abstract: recently completed work, work in progress, or publicly presentable ideas for unimplemented and/or unusual systems or applications. All accepted PhD poster tracks are expected to deliver a short presentation during the PhD research day and present a poster during the main conference.

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.

Time Schedule

- Submission deadline: January 31, 2019
- Notification of acceptance/rejection/revision: February 28, 2019
- Deadline to submit revised version: March 30, 2019
- Final acceptance: April 10, 2019
- Early bird registration deadline: April 29, 2019
- Regular registration deadline: May 30, 2019
- Conference: 12-14 June 2019 at UniBWM, Neubiberg, Germany

For more information, please contact us via arvrmunich@gmail.com

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Impressions (2018)

