

# AIRSI The Metaverse Conference

June 1-2, 2026

## CONFERENCE PROGRAM

### Monday June 1

- 09.30 – 10.00 Official Inauguration
- 10.00 – 11.45 Competitive Papers I.
- 12.00 – 13.30 Competitive Papers II.
- 15.00 – 16.00 Keynote Speaker I  
**Stanislav Ivanov** (*Varna University of Management, Zangador Institute, Bulgaria*)
- 16.15 – 18.00 Competitive Papers III.
- 18.00 – Onboarding session on the AIRSI2026 Metaverse  
Starts on Microsoft Teams and continues in the Metaverse

### Tuesday June 2

- 09.50 – 10.00 Welcome to the AIRSI2026 METAVERSE
- 10.00 – 11.45 Competitive Papers IV. (METAVERSE)
- 12.00 – 13.00 Keynote Speaker II (METAVERSE) Auditorium  
**Olivia Petit** (*KEDGE Business School, France*)
- 15.00 – 16.45 Competitive Papers V. (METAVERSE)
- 17.00 – 17.30 AIRSI2026 Best Paper and Best Participant Awards
- 17.30 – AIRSI2026 Best Metaverse Participant and After-work (METAVERSE)

# EXTENDED ACADEMIC PROGRAM

## Monday June 1

### Official Inauguration. Monday, June 1. 09:30 – 10:00. Chair: Carlos Flavián

Rosa Bolea	<i>President of the University of Zaragoza (Spain)</i>
Ana Yetano	<i>Dean of the Faculty of Economy and Business – University of Zaragoza (Spain)</i>
Carlos Orús	<i>Dean of the Faculty of Business and Public Management – University of Zaragoza (Spain)</i>
Carlos Flavián	<i>AIRSI2026 Conference Chair – University of Zaragoza (Spain)</i>

### Competitive Papers (Ia). Monday, June 1. 10:00 – 11:45. Chair: Héctor González

"When AI Collaborates with Humans: How AI Anthropomorphism Shapes Product Evaluation in Hybrid Streamer Team"	<i>Hanfei Xue; Chung-Wha Ki</i>
"How do AI chatbots compare to human experts? A systematic literature review"	<i>Ali Haidar; Héctor González Jiménez</i>
"Creating Value with Generative AI: The Role of Human–AI Collaboration Quality and Psychological Empowerment in Marketing Work"	<i>Ting-Wei Hu; Tseng-Lung Huang</i>
"Facilitating Effective Human–AI Collaboration in AI-Powered Service Systems"	<i>Tseng-Lung Huang; Yu-Hsun Hung; Yu-Hsin Huang</i>
"From Sensory Cues to Service Value: An Integrative Review of AI-Orchestrated Multisensory Immersive Customer Journeys"	<i>Soumodip Sarkar; Maria de Lurdes Calisto</i>

### Competitive Papers (Ib). Monday, June 1. 10:00 – 11:45. Chair: Lamberto Zollo

"Co-Constructing the Self: A Conceptual Framework for Consumer–Robot Identity Mirroring"	<i>Jean-Paul Peronard; Inci Toral; Selcen Ozturkcan</i>
"Revisiting AIDUA in High-Involvement Purchases: The Rising Role of Anthropomorphism and Cognitive Attitude in AI adoption"	<i>Algirdas Plikusas; Sigita Urbonavičius; Skaistė Vytuvytė</i>
"The Differential Effects of Artificial Intelligence on Innovative Work Behavior: A Serial Mediation Model"	<i>Abidullah Khan; Ayaz Ahmad; Yasir Faheem; Francesca Di Virgilio</i>
"Symphony of the Senses: Effects of Crossmodal Color-Smell-Sound Congruence on Consumer Engagement in Immersive Service Environments"	<i>Shweta Kakhtan ; Rishika Singh; Anuj Pal Kapoor</i>
"From Feeling to Sharing: Unpacking the Psychological Path to Word-of-Mouth in Virtual Museum Experiences"	<i>Marco Pichierri; Luca Petruzzellis</i>

### Competitive Papers (Ic). Monday, June 1. 10:00 – 11:45. Chair: Sandra Loureiro

"Entering the flow: How influencer embeddedness shapes	<i>Duygu Yildiz; Sandra Loureiro; João Guerreiro</i>
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advertising effectiveness in the Metaverse"	
The Silver AI-volution: The Rise of Granfluencers	<i>Yioula Melanthiou; Maria Voutsas</i>
"Mind Over Matter: How Perceived Agency Triggers the Projection of Similarity and Behavioral Engagement with Virtual Influencers"	<i>Jasper Aniket; Anika Goel; Monika Sheoran; Neeraj Kaushik</i>
"Exploring the role of local virtual influencers in destination communication"	<i>Brenda Tumay Morales; Daniel Belanche; Luis V. Casaló; Sergio Ibáñez-Sánchez</i>
"AI-Powered Enhancement of Tourist Experiences through Personalization: A Bibliometric Study"	<i>Kasra Khaliliadl; Alicia Orea-Giner; Carmen de Pablos Heredero</i>

**Competitive Papers (IIa). Monday, June 1. 12:00 – 13:30. Chair: Stanislav Ivanov**

How ChatGPT Shapes Decision-Making in High-Stakes Domains	<i>Michiel Simons; Ardion Beldad; Pascal Wilhelm</i>
"Is AI helping or controlling me? Investigating consumer interactions with AI shopping assistants"	<i>Michele Di Dalmazi; Francesca Serravalle; Lucio Lamberti</i>
"When Empathy Backfires: The Paradoxical Effects of AI Empathy in Therapeutic Interactions"	<i>Kaiwen Xue; Sven Tuzovic; Udo Gottlieb</i>
"Age-Based Differences in Habitual and Cognitive Drivers of AI Tool Adoption in Purchasing"	<i>Umar Farooq; Sigita Urbonavicius</i>

**Competitive Papers (IIb). Monday, June 1. 12:00 – 13:30. Chair: Daniele Dalli**

"From Stories to Shared Meaning: Generative AI in Elderly Collective Storytelling"	<i>Irene Di Bernardo, Marialuisa Marzullo, Cristina Mele and Tiziana Russo Spina</i>
"Smart Objects and Cycling Experiences: A Socio-Technical Assemblage Perspective"	<i>Daniele Dalli; Virginia Vannucci</i>
"Color Psychology in AI Advertising: Emotional Impact and Inclusivity for Color Vision Deficiency"	<i>Zeina Al Bizri; Zahy Ramadan; Maya Farah</i>
"Corporate AI Social Responsibility as a Driver of Ethical AI Brand Advocacy"	<i>Ahmad Aljarah; Carla Rodriguez-Sanchez; Liudmila Ostrovskaya; Suhaib Ahmed Soomro</i>

**Competitive Papers (IIc). Monday, June 1. 12:00 – 13:30. Chair: Tseng-Lung Huang**

"Digital Technologies for Overtourism Mitigation: A Systematic Literature Review and Bibliometric Analysis"	<i>Victor Ochoa-Cordova; Nuria Recuero-Virto; Miguel Llorens-Marin</i>
"From Identity to Digital Engagement: How Football Fans Translate Pride into eWOM and AI Adoption"	<i>Mónica Gómez-Suárez; Daniel Alonso-Hernan</i>
"Expectation–Disconfirmation and Willingness to Pay in Online Concert Ticketing"	<i>Chiao-Huang Chang; Tseng-Lung Huang</i>
"Seeing Me Train: Metaperception and the Acceptance of Digital Human Personal Trainers in Gym Services"	<i>Simon Nagel; Stefanie Paluch</i>

**Keynote Speaker I. Monday, June 1. 15:00 – 16:00. Chair: Luis V. Casaló**

Stanislav Ivanov Varna University of Management (Bulgaria);	<i>Responsible AI use in social science research</i>
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**Competitive Papers (IIIa). Monday, June 1. 16:15 – 18:00. Chair: Riccardo Rialti**

"Moral Judgments in Awarded Creativity: How AI Disclosure Undermines Perceived Ownership and Authenticity"	<i>Joana Nunes; Diego Costa Pinto; Paulo Rita; Saleh Shuqair; Liat Levontin</i>
"The Effect of Cognitive Loading on Consumer Sustainable Consumption"	<i>Alberto Massacci; Riccardo Rialti; Albert Jolink; Lorenzo Zanni</i>
"Navigating the Ethics of AI: Insights from Student Perceptions"	<i>Claudia Sartirana; Lamberto Zollo</i>
"Translating AI-Informed Instructional Design into Responsible Practice: Evidence from the ELEVATE AI Living Lab"	<i>John Bustard; Sandeep Rawat</i>
"From Explaining Behavior to Designing Change: NudgeLAB as a Scalable Sandbox for Marketing Education"	<i>Gerard Looschilder</i>

**Competitive Papers (IIIb). Monday, June 1. 16:15 – 18:00. Chair: Olivia Petit**

The role of Virtual Reality on the Customer Experience	<i>Stéphanie Tahir ; Laurence Dessart; Jordan Fleissig</i>
"From Immersion to Well-Being: AI-Integrated Virtual Reality as a Catalyst for Inclusive and Sustainable Tourism Service Design"	<i>Sihem Ben Saad</i>
"Stadiums vs. Sphere: Music Immersion"	<i>David Allan</i>
"The Power of Immersion: Can Immersive Experiences Influence Prosocial Decisions?"	<i>Yujin Lee; Kimberly Hyun; Yuhosua Ryoo; Christian Hildebrand</i>
"Emotional Experiences in Multisensory Virtual Reality Shopping"	<i>Xinyi Yang, Shivang Gupta, Nannan Xi, Niko Väkiparta, Juho Hamari and Fiona Fui-Hoon Nah</i>

**Competitive Papers (IIIc). Monday, June 1. 16:15 – 18:00. Chair: Katerina Berezina**

"Guiding users toward sustainable virtual tourism: The role of instructions and sustainability framing in immersive experiences"	<i>Paula Fierro-Rubio; Silvia Sanz-Blas; Daniela Buzova</i>
IoT-Enabled Room Management and Occupancy Sensing in Luxury Hospitality: A Multi-Country Qualitative Study of Five-Star Hotels in the United States, Pakistan and Italy	<i>Rab Nawaz Lodhi, Carla Del Gesso, Zahida Parveen and Cihan Cobanoglu</i>
"Tourist visits through the virtual reality: A study exploring the tourism of the future"	<i>Javier A. Sánchez-Torres; Francisco-Javier Arroyo-Cañada; Sandra Milena Palacio-Lopez; Johnatan Castro Gómez; Paul Potes-Arce</i>
"Preparing the Hotel Industry for the Next Generation of Artificial Intelligence"	<i>Katerina Berezina; Ajay Aluri; Rasoul Mahdavi Sareskanroud</i>
"AI-Enabled Service Recovery in B2B Markets: The Role of Stewardship in Family-Owned and Corporate Firms"	<i>Emi Moriuchi</i>

**Onboarding session on the AIRSI2026 Metaverse. Monday, June 1. 18:00. Chair: Sergio Barta**

## Tuesday June 2

Welcome to the AIRSI2026 Metaverse. Tuesday, June 2. 9:50.

### Competitive Papers (IVa). Tuesday, June 2. 10:00 – 11:45. Chair: Michele Di Dalmazi

"The Role of Artificial Intelligence in the Competitiveness of Maltese Small & Medium Businesses"	<i>Antonietta Rosiello; Daniela Castillo; Gerald Sciberras</i>
"Empowering Consumer Segmentation with Quantum AI"	<i>Laura Sáez-Ortuño; Santiago Forgas Coll; Ruben Huertas-García; Massimiliano Ferrara</i>
"Determinants of AI Overviews adoption: Trust, Credibility, and Use Intention in generative search"	<i>Yolanda Casermeiro-Corpas; Francisco Rejón-Guardia; María L. Vallespín-Arán</i>
"Investigating the Acceptance and Continuance Intention of Generative Artificial Intelligence in Digital Tourism"	<i>Sadaf Javanmardi; Nikolaos Stylos; Marko Perić; Ehsan Javanmardi</i>
"Reducing Social Evaluation in Retail: How AI-mediated Service Interactions Alleviate Consumer Embarrassment"	<i>Woojin Choi; Shuqin Liu, Marta Blázquez Cano; Chung-Wha (Chloe) Ki</i>

### Competitive Papers (IVb). Tuesday, June 2. 10:00 – 11:45. Chair: Mónica Gómez

"Presence, Age, and Cybersickness: Investigating Virtual Reality Design for Mood Management in Older Adults"	<i>Wilson K.S. Leung; Man Kit Chang; Man Lai Cheung; Sin Yan Tse; Chung-Yin Lai</i>
"From sonic seasoning to redefining culinary tourism experience"	<i>Yue Wang; Nuria Recuero Virto; Gonzalo Delgado Pando</i>
"Customer Metaversal Experience (CMX): Conceptualization and Framework Development"	<i>Saeid Nosrati; Sanjit K Roy; Violetta Wilk; Rajat Roy</i>
"Feel the Heat: The Effect of Pseudo-Haptic Color-Temperature Congruence in Virtual Reality"	<i>Maaike Ven; Lieve Doucé; Kim Willems; Olivia Petit</i>
"Coloring the Future: Social Media and the Emotional Construction of a Non-Existent City"	<i>Filippo Marchesani; Sebastian Molinillo</i>

### Keynote Speaker II. Tuesday, June 2. 12:00 – 13:00. Chair: Sebastián Molinillo

<b>Olivia Petit</b> KEDGE Business School (France)	<i>Consumer Consciousness: From Sensation to Digital Perception</i>
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**Competitive Papers (Va). Tuesday, June 2. 15:00 – 16:45. Chair: Daniela Castillo**

"Enacted Credibility: A Mixed-Methods Analysis of a Generative AI Humanoid Robot as a Keynote Speaker"	<i>Katerina Berezina; Rasoul Mahdavi Sareskanroud; Mahsa Talebi; Halyna Horpynich; Ajay Aluri</i>
"Status Consumption in the Metaverse"	<i>Peishan Soon; Shivam Agarwal</i>
"Can chatbots improve the guest experience? Quasi-experimental evidence in boutique hotels"	<i>Luis V. Casaló; Carlos Orús; Cristina Pascual</i>
"How gamified metaverse experiences shape consumer brand evaluation in hospitality"	<i>Niccolò Piccioni; Costanza Nosi</i>
"Effect of Phygital vs. Digital on consumers' willingness to pay in the Metaverse"	<i>Shivam Agarwal; Jaehoon Lee</i>

**Competitive Papers (Vb). Tuesday, June 2. 15:00 – 16:45. Chair: Kim Willems**

"Augmenting Authenticity or Disrupting Tradition? The Dual Effect of Augmented Reality on Food Evaluation"	<i>Melissa Acosta; Sergio Barta; Carlos Orús</i>
"Hooked or Overloaded? A Work in Progress on AR Experiences in Museums"	<i>Nuan Bo; Nuria Recuero Virto</i>
"From Consumption Enhancement to Food Waste Reduction Through Augmented Reality in Restaurants"	<i>Ghita Zaher; Eline Jongmans; Maud Damperat</i>
"The Mobile Sensory Gap: The Negative Impact of Overstimulation in Augmented Reality"	<i>John Dinsmore; Daria Plotkina; Margot Racat; Manuel Cruz</i>
"Mediated curiosity? Augmented reality and epistemic value in an urban heritage walk in Stirling."	<i>Ismi Pavlopoulou; Liudmila Ostrovskaya</i>

**AIRSI2026 Best Paper & Best Participant Awards. Tuesday, June 2. 17:00-17:30.**

**AIRSI2026 Best Metaverse Participant & After-work. Tuesday June 2. 17:30.**

## ORGANISING COMMITTEE

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