AIRSI2023
The Metaverse Conference

May 15-17, 2023
Central European Time (CET) Madrid, Brussels, Paris, Rome, Berlin

CONFERENCE PROGRAM

https://airsi.unizar.es/

Monday May 15

10.45 – 11.15	Official Inauguration			
11.30 – 13.00	Competitive Papers 1.	Session 1A	Session 1B	Session 1C
15.00 – 16.15	Round table 1: Challenges and opportunities of Artificial Intelligence			

Werner H. Kunz; Eleonora Pantano; Nisreen Ameen

	Competitive Papers 2.	Session 2A	Session 2B	Session 2C

Tuesday May 16

09.30 – 11.00	Competitive Papers 3.	Session 3A	Session 3B	Session 3C
11.15 – 12.45	Competitive Papers 4.	Session 4A	Session 4B	Session 4C
15.00 – 16.30	Competitive Papers 5.	Session 5A	Session 5B	Session 5C
16.45	Welcome session on the AIRSI2023 Metaverse			

Wednesday May 17 – TEAMS & METAVERSE

09.30 – 10.45	Round table 2: Challenges and opportunities of the Metaverse			

Yogesh K. Dwivedi; Pantea Foroudi; Philipp Rauschnabel

11.00 – 12.30	Competitive Papers 6.	(METAVERSE)	Session 6A	Session 6B
15.00 – 16.30	Competitive Papers 7.	(METAVERSE)	Session 7A	Session 7B
16.45	Closing Ceremony & Awards	(METAVERSE)		

EXTENDED ACADEMIC PROGRAM

Central European Time (CET) Madrid, Brussels, Paris, Rome, Berlin, Budapest

Monday May 15

Official Inauguration. Monday, May 15. 10:45 – 11:15.

Carlos Flavián	*Welcoming remarks*
Jochen Wirtz (Recipient of the Christopher Lovelock Career Contributions to the Services Discipline Award. Professor of Marketing at the National University of Singapore)	*Opening Speech: Intelligent Automation, IA & Service Robots and Their Impact on Service Firms and Their Markets*

Competitive Papers 1A. Monday, May 15. 11:30 – 13:00. METAVERSE. Chair: Jochen Wirtz

Antecedents and consequences of metaverse presence: Empirical evidence from MICE in the metaverse-mediated environments	*Chang, Ludwig M.K. ; Cheung, Man Lai; Leung, Wilson K.S. ; TSE, Fiona S.Y.*
Exploring the Role of the Metaverse in Shaping Consumers' attitude and Expectations of Brands: Implications for Marketers	*Methlouthi, Kawther; Belaid, Samy*
EmoVox: Creation of a speech database for emotion analysis	*Etienne, Elodie; Leclercq, Anne-Lise; Remacle, Angélique; Schyns, Michaël*
Metaverse – A Novel Technology and its forecast to be impactful	*Ganapuram, Venu; Mangu, SaiSree; Kurchellapati, Vishwanadh Raju*
Immersive virtual tourism: fact or fiction? Empirical analysis through neural network analysis	*Solano-Sánchez, Miguel Ángel; Liebana-Cabanillas, Francisco; Martín Martín, José María; Prados Castillo, Juan Francisco*

Competitive Papers 1B. Monday, May 15. 11:30 – 13:00. VIRTUAL REALITY. Chair: Enrique Bigne

Extending the TAM model to study Virtual Reality Adoption by Tourists: An exploratory study in the Moroccan context	*El Andaloussi, Zineb; benbba, brahim*
Exploring the Critical Success Factors of Virtual Reality Adoption in Hotel Industry: A Grounded Theory Approach	*Lodhi, Rab Nawaz; Asif, Muhammad; Cobanoglu, Cihan*
Configurations of tourists' acceptance and avoidance of virtual reality tourism through the embodiment perspective	*Chen, Juan*
Storytelling & Virtual Reality in Destination Marketing: The Stories of the Industry Suppliers	*Shany Habeeb, Aishath; Balasubramanian , Kandappan; Tavakoli, Rokhshad*
Stress perception in AI-based VR negotiation training vs. role-play simulation	*Kracklauer, Alexander; Semenkin, Kirill*

Competitive Papers 1C. Monday, May 15. 11:30 – 13:00. INFLUENCERS. Chair: Yioula Melanthiou

The impact of Green Leaders Certification on tourist's satisfaction and review helpfulness. A sentiment analysis.	*Ballester Chirica, Estefania ; Ruiz, Carla; Rubio Benito, Natalia*
Come Closer, but Not Too Close: Bright and Dark Sides of Virtual Influencers in the Metaverse	*Batinovic, Henrietta; Tingelhoff, Fabian; Hammerschmidt, Maik; Schöbel, Sofia*
How to get engagement on Instagram? Artificial Intelligence as a tool for tourism photo analysis	*Blanco-Moreno, Sofía; González-Fernández, Ana M.; Muñoz-Gallego, Pablo Antonio*
Human-robot collaboration in promoting an innovative hospitality service	*Belanche, Daniel; Casaló, Luis V.; Flavián, Marta*
Uncovering the drivers of authenticity in live-guided online tours at cultural sites: A netnographic approach	*Samaniego-Chavez, Carla; Shi, Fangfang*

ROUND TABLE 1. CHALLENGES AND OPPORTUNITIES OF ARTIFICIAL INTELLIGENCE. Monday, May 15. 15:00 – 16:15.　　　　Chair: Giampaolo Viglia

Werner H. Kunz (Director of the Digital Media Lab. University of Massachusetts, Boston)	*University of Massachusetts Boston (USA)*
Eleonora Pantano (Guest editor of SI More supportive or more distractive thechnology)	*University of Bristol (UK)*
Nisreen Ameen (Co-Director of the Digital Organisation and Society research centre)	*Royal Holloway. University of London (UK)*

Competitive Papers 2A. Monday, May 15. 16:30 – 18:00. METAVERSE. Chair: Nisreen Ameen

The Metaverse and Retailing: A Research Agenda	*Ueno, Akiko; Dennis, Charles*
Exploring the magnitude of Metaverse on the tourist experience journey. A multi-stakeholder view	*Venturini, Luca; Sorrentino, Annarita; Simoni, Michele*
Virtual urgency: The role of perceived exclusivity, purchase urgency, and usage barriers in driving Gen Z's purchase intention in the metaverse	*Pichierri, Marco; Petruzzellis, Luca*
Marketing and the Metaverse	*David Allan*
An overview of the scientific production on the application of AI in public transport	*Caballero Galeote, Lidia; Molinillo, Sebastian; Ruiz-Montañez, Miguel; Liebana-Cabanillas, Francisco*

Competitive Papers 2B. Monday, May 15. 16:30 – 18:00. AR/VR. Chair: Eleonora Pantano

Perceived value of VR tourism experience: A scale development	*Arroyo Lopez, Fernando; Berezina, Katerina; Ruetzler, Tanya Maren*
Trial Before Travel: The Influence of Cognitive Absorption of Virtual Reality Experiences During the Information-seeking Stage	*Reyes-Mercado, Pável; Gutiérrez-Marines, Carlos; Herjanto, Halimin*
Using VR to choose a hotel: do avatars make a difference? A behavioural, self-reported and neurophysiological study	*Andreu, Luisa; Bigne, Enrique; Sánchez, Isabel; Ruiz, Carla*
Emotional Responses and Purchase-Decision Involvement in Augmented Reality Experiences	*Soon, Pei-Shan; Louis Vincent, Racheal*
Do I want to be like you? Wishful identification with sustainable influencers as a key aspect to promote SDG-oriented behaviors	*Bretos, María; Ibázñez-Sánchez, Sergio; Flavián, Carlos*

Competitive Papers 2C. Monday, May 15. 16:30 – 18:00. SERVICE ROBOTS. Chair: Werner H. Kunz

Human-robot partners in healthcare services	*Ozturkcan, Selcen; Merdin-Uygur, Ezgi; Yılmaz, Faruk; Ince, Ozgur*
Doctors' and patients' support of automated decision-making in healthcare	*Ivanov, Stanislav; Dimitrov, Teodor*
Designing robot-friendly hospitality facilities	*Berezina, Katerina; Ciftci, Olena; Arroyo Lopez, Fernando*
Customer engagement in human-robot interactions: the role of psychological ownership, cost reduction, and service enhancement.	*Casaló, Luis V.; Ruiz-Equihua, Daniel; Romero, Jaime*
Robots and hospitality employees: examining the impact of power status on hotel employees' job attitudes	*Mahdavi, Rasoul; Talebi, Mahsa; Berezina, Katerina*

Tuesday May 16

Competitive Papers 3A. Tuesday, May 16. 09:30 – 11:00. METAVERSE. Chair: Carla Ruiz

Comparing Social Interactions in Metaverse and Video Conferencing: Preliminary Insights of a Laboratory Experiment	*Weitzl, Wolfgang; Stangl, Fabian; Riedl, René; Martin, Sebastian*
Metaverse tourism and the future of sustainability	*Rastgoo, Niloofar; Nasiri, Amirreza; Bapiri, Jafar*
Metaverse and Tourism Research	*Teerakapibal, Surat; Melanthiou, Yioula*
The use of the metaverse for marketing purposes: the view of pioneer companies	*Rodríguez-Torrico, Paula; San-Martín, Sonia; Jiménez, Nadia; Torrego Herrero, Cristina*
Affordance misalignment in immersive technologies: identifying opportunities and challenges emerging through Tourism Metaverse	*Singhal, Aishwarya; Reyes-Mercado, Pável; Perez vega, Rodrigo; Mariani, Marcello*

Competitive Papers 3B. Tuesday, May 16. 09:30 – 11:00. VIRTUAL REALITY. Chair: Sergio Ibáñez-Sánchez

Immersive technology influenced facets of feelings: The impact of AR/VR on intention towards responsible travel at natural heritage sites	*Fatma, Anam; Bhatt, Vimal*
Real in virtual: The influence mechanism of virtual reality on tourists' perceptions of presence and authenticity in museum tourism	*Qiu, Hailian; Zhu, Yu; Sun, 晓洋; Li, Minglong*
The role of embodiment and ergonomics in immersive VR technology in creating memorable tourism experiences	*Janarthanan Balakrishnan, Yogesh Dwivedi*
Travelling to the past. The impact of Virtual Reality on customer experience with heritage destinations	*Bigné, Enrique; Currás Pérez, Rafael; Andreu, Luisa; Ruiz, Carla*
Exploring the Role of Immersion in the VR Tourist Experience Journey	*Hsu, Hsuan; Tseng, Kuo Feng*

Competitive Papers 3C. Tuesday, May 16. 09:30 – 11:00. SERVICE ROBOTS. Chair: Francisco Rejón

The Smart Service Robot Augmentation Effect: How using Service Robots Helps in the Disability Inclusion in Hospitality	*Costa Pinto, Diego; González Jiménez, Héctor*
Iteratively Designing a Robotic Concierge with Different Stakeholders - A Multi-Methods Field Study	*Steinhaeusser, Sophia C.; Donnermann, Melissa; Lein, Martina; Lugrin, Birgit*
The Synergistic Effects of Digital Service Technologies, Service Robots, AI, and Cost-Effective Service Excellence Strategies	*Hofmeister, Johannes; Wirtz, Jochen; Chew, Patricia Y. P.; Ding, Xin (David)*
The importance of anthropomorphism in the intentions of revisit: an experiment in hospitality	*Callarisa- Fiol, Luis; Moliner-Tena, Miguel Ángel; Sánchez García, Javier; Rodríguez-Artola, Rosa;*
Consumer resistance to service robots: The effects of anxiety, negative emotions, and intrusion	*Wong, Jimmy; Wong, Amy*

Competitive Papers 4A. Tuesday, May 16. 11:15 – 12:45. ARTIFICIAL INTELLIGENCE. Chair: Marcello Mariani

AI-based platforms as boundary resources to resource integration processes	*Marzullo, Maria Luisa; Di Bernardo, Irene; Ranieri, Angelo; Mele, Cristina; Russo Spena, Tiziana*
Are Religion and Technology an Organizational Oxymoron? The Role of Managers' Cognition, Spirituality and Mindfulness in AI Acceptance	*Marrucci, Anna; Rialti, Riccardo; Zollo, Lamberto; Pellegrini, Massimiliano*
Artificial Intelligence to Improve the Customer Journey in Fashion Apps	*Palazon, Mariola; Sicilia, Maria; Martínez, Lorena*
Managing the challenges of data privacy from biographic to biometric data in hospitality	*Liyanaarachchi, Gajendra; Kurtaliqi, Fidan; Viglia, Giampaolo*
Co-destruction of value and intention to fully adopt digital payment methods: a cross-cultural perspective	*Dimitrova, Irina*

Competitive Papers 4B. Tuesday, May 16. 11:15 – 12:45. IMMERSIVE TECHNOLOGIES. Chair: Marta Blázquez Cano

Make it unforgettable: a strategic and customer-oriented perspective on the emergence of immersive technologies in the tourism	*Di Paolo, Francesco; Bettiga, Debora; Noci, Giuliano*
Can Immersive Technologies Boost or Damage Luxury Hospitality? Extended Reality and Need for Uniqueness	*Gonçalves, Ana Rita; Costa Pinto, Diego; Mattila, Anna; Shuqair, Saleh; Imabay, Anne*
Developing Smart Digital Immersive Systems for Cultural Heritage and Tourism Applications: A Case Study of Digitally Illuminating One Dark Archive	*Murphy, Cian; Carew, Peter J; Stapleton, Larry*
The Phygital Tourism Experience: Towards the Integration of a New Mode of Tourism Consumption in Tunisia	*Zouari, Abir; Ayadi, Sawssen*
NFTs: a win-win strategy for both brands and customers	*Boukouyen, Fatiha; Boukouyen, Mohammed*

Competitive Papers 4C. Tuesday, May 16. 11:15 – 12:45. MISCELLANEOUS. Chair: Sandra Loureiro

How could Sustainability Apps Foster Pro-Environmental Behaviors among Generation Z?	*Huang, Yinghua; Qiu, Ling*
The Effect of Video Games on Perceived Destination Image and Visit Intention of Tourists.	*Ioannidis, Stelios; Bayar, Sinan Baran*
User interface influence on information processing: effects of presence on cognitive load and understanding	*Pérez-Cabañero, Carmen; Cervera-Taulet, Amparo; Martínez-Molés, Víctor*
Are podcasts a good bet for media streaming platforms? Exploring the role of loneliness and subjective well-being in digital media products	*Langaro da Silva do Souto, Daniela; Silva, Miguel*
Can social media-driven trust and customer happiness with a car dealership increase brand love?	*Ruiz, Carla; Hashem, Mohamad; Currás Pérez, Rafael*

Competitive Papers 5A. Tuesday, May 16. 15:00 – 16:30. METAVERSE. Chair: Bernadett Koles

Conceptualization of Sustainable Dimensions for Metaverse-as-a-Service	*Rajguru, Kunjan; Brüggemann, Philip*
Meet Me in the Metaverse: How Self-Representation in Virtual Meetings Impacts User Experience and Meeting Performance	*Lennig, Leah; Tingelhoff, Fabian; Hammerschmidt, Maik; Schöbel, Sofia*
Emotions and engagement in the metaverse: evidence from the hospitality industry	*Nosi, Costanza; Sfodera, Fabiola; Gursoy, Dogan; Piccioni, Niccolò*
An investigation of participants' perceived value of events in the metaverse: application of construal level theory	*Choi, Miju; Choi, Youngjoon; Kim, Seongseop (Sam)*
The Metaverse in Higher Education: A Multi-Perspective Analysis of Opportunities, Challenges, and Future Research Directions	*Ueno, Akiko; Curtis, Lucill; Wood, Ruth; Yu, Chong*

Competitive Papers 5B. Tuesday, May 16. 15:00 – 16:30. AR/VR. Chair: Katerina Berezina

See More And Eat Less? The Influence Of Augmented Reality on Consumers' Satiety Expectations	*Noah Moonen, Sarah Croo, Jonas Heller*
Interfaces of over-tourism and tourism applications; case of GEO (A Location-based AR facility)	*Qezelbash, Amir Hossein; Makian, Sarasadat*
Exploring the impact of virtual reality experiences on intention to visit tourism destinations: the moderating effect of interactivity	*Rejón-Guardia, Francisco; Molinillo, Sebastian; Navarro-Lucena, Fernando; Anaya-Sánchez, Rafael;*
Disruptive technologies in traditional heritage tourism: how to leverage loyalty with AR	*Loureiro, Sandra; Nascimento, Jorg*
Navigating the New Norm in Restaurants: To continue (or not) with the QR-code Menus	*Ozturkcan, Selcen; Merdin-Uygur, Ezgi; Makul, Sinem; Kitapci, Olgun*

Competitive Papers 5C. Tuesday, May 16. 15:00 – 16:15. VIRTUAL ASSISTANTS. Chair: Daniela Castillo

Hey, friend! You sound human to me: Model for acceptance of virtual assistants for voice purchase	*Calahorra Candao, Guillermo; Martín de Hoyos, María José*
Investigating the Impact of Customer Service Chatbots on the Customer Journey	*Micallef, Annika; Castillo, Daniela*
What's your style? – Training chatbots conversational styles to improve engagement and experience in customer service	*Zaki, Mohamed; Blümel, Jan*
Analyzing factors that facilitate emotional attachment to virtual assistants: the role of emotional adaptation	*Saavedra Montejo, Álvaro; Chocarro Eguaras, Raquel; Cortinas Ugalde, Monica; Rubio Benito, Natalia*

Welcome session on the AIRSI2023 Metaverse. Tuesday, May 16. 16:45. Chair: Carlos Orús

Wednesday May 17 – Metaverse

Yogesh K. Dwivedi (Distinguished Research Professor; Editor-in-Chief of the International Journal of Information Management)	*Swansea University (UK)*
Pantea Foroudi (Guest Editor of the SI Metaverse disruption: Supernatural Transformations of Businesses and their Stakeholders)	*Brunel Business School London (UK)*
Philipp Rauschnabel (Associate Editor Journal of Business Research)	*University of the Federal Armed Forces Munich (Germany)*

Competitive Papers 6A. Wednesday, May 17. 11:00 – 12:30. IMMERSIVE TECHNOLOGIES. Chair: Alfredo Pérez-Rueda

Tourism Metaverse Accessibility	*Handayani, Bintang*
The Effect of Using Immersive Technologies on Tourist Satisfaction and Loyalty: The Mediating Role of Customer Engagement and Customer Perceived Value	*Abou-Shouk, Mohamed; Zoair, Nagoua; Abdelhakim, Ayman; Roshdy, Hany; Abdel-Jalil, Marwa*
Towards immersive virtual tourism experiences: lessons learnt from applied neuroscience	*Lamberti, Lucio; Di Dalmazi, Michele; Mandolfo, Marco; Peggiani, Gloria*
The role of somatosensory technology in inspiring intention to use mobile payment in the immersive experience	*Wang, Xiu-Qian; Huang, Tseng-Lung; Hung, Yu-Hsun; Hong, Tong-Hsin*
Will Enterprise Metaverse be the next disruption? Understanding risks associated with Metaverse adoption	*Kumar, Aman; Shankar, Amit*

Competitive Papers 6B. Wednesday, May 17. 11:00 – 12:30. MISCELLANEOUS. Chair: Sebastián Molinillo

Drivers and outcomes of AI and robots' adoption for innovation by hotel companies: An empirical study deploying an extended TOE framework	*Machado, Isa; Mariani, Marcello*
Blockchain-enabled fundraising models for tourism destinations	*Ioannidis, Stelios; Georgitseas, Panagiotis*
Emerging trends about blockchain application in the tourism and hospitality industry	*González-Mendes, Soraya; González-Sánchez, Rocío; Alonso-Muñoz, Sara; García-Muiña, Fernando*
Competing technologies in cultural service experience	*Tregua, Marco; Amitrano, Cristina Caterina; Bifulco, Francesco*
Human Image vs. Human Illustration in Social Media Advertising	*Salgado-Pinto, Sofia; Rocha, Leonor do Nascimento; Elmashhara, Maher Georges*

Competitive Papers 7A. Wednesday, May 17. 15:00 – 16:30. PRIVACY ISSUES. Chair: Francisco Liébana

Virtual Deception: The Phenomenon of Falsified Online Identities	*Sáez-Ortuño, Laura; Forgas Coll, Santiago; Huertas García, Rubén; Sánchez García, Javier*
An Extended Privacy Calculus Model: The Reflective and Impulsive Determinants of Privacy Behavior	*Moayery, Meysam; Urbonavičius, Sigitas; Prince, Christine*
Analyzing the relationship between agri-food companies' privacy concerns and intention to adopt blockchain technology	*Pino, Giovanni; Valentinetti, Diego; Pichierri, Marco*
Drivers and outcomes of Immersive Technologies' adoption for innovation by hotel companies: An empirical study deploying an extended TOE framework	*Machado, Isa; Mariani, Marcello*
Perception of Sustainable Accommodations by Tourists: An Analysis of Online Travel Reviews	*Boneta-Ruiz, Ainhoa; Aramendia-Muneta, Maria Elena*

Competitive Papers 7B. Wednesday, May 17. 15:00 – 16:15. NFTs. Chair: Riccardo Rialti

NFTs and the Metaverse: how NFTs contribute to branding outcomes?	*Blázquez Cano, Marta*
Enhanced service experience design through NFT technology	*Russo, Stefano Paolo; Russo Spena, Tiziana; Mele, Cristina*
Inclusive Tourism for Inclusive Society Powered by Metaverse	*Agarwal, Shivam; Lee, Jaehoon*
Beyond the hype: challenges and opportunities for luxury brands in the metaverse	*De Kerviler, Gwarlann and Koles, Bernadett*

Closing Ceremony & Awards. Wednesday, May 17. 16:45.

Carlos Flavián (AIRSI2023 Chair)	*Closing remarks*
Werner Kunz (Director of the Digital Media Lab. University of Massachusetts, Boston; Senior Editor Journal of Service Research)	*The Future of Work – Service Employee-(Ro)bot Collaboration.* *Special Section of the Journal of Service Management*
Best Papers Awards Winners and Metaverse Awards	

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