

9th International XR-Metaverse Conference

20-22 May 2024
Dong-Eui University Busan Korea
#XRM2024



동익대학교
DONG-EUI UNIVERSITY

Abstract
Deadline
15 Jan 2024

IAITI
International
Association of
Immersive Technology
Innovation

ARVRHub

International XR-Metaverse Conference 2024

Metaverse: Where Reality Meets Imagination

20-22 May 2024, BEXCO
BUSAN, SOUTH KOREA

Call for papers

Deadline: 15 January 2024

The International XR-Metaverse Conference is an annual immersive tech event of the [International Association of Immersive Technology Innovation](https://iaiti.org) (IAITI) and it aims to bring industry and academia together in order to discuss, present and show case latest trends in the immersive technology arena. The conference in 2024 will focus on the theme of *Metaverse: Where Reality Meets Imagination*.

We are inviting submissions in any subject area focusing on XR (augmented and virtual reality) and the Metaverse. We are especially inviting submissions with a strong focus on the conference theme of “Metaverse: Where reality meets imagination”.

Conference website: <https://iaiti.org/24>



Themes To Be Covered

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

- XR and the metaverse
- XR to overcome a health crisis
- XR for societal good
- VR/AR
- Multimedia, Digital contents
- Digital government, Digital platform government
- AI, Big Data, IoT, 5G and Robot powered XR innovation
- Digital transformation (DX) through XR
- Digital Twin
- XR adoption behaviour
- XR/metaverse business models
- Development and implementation of augmented and virtual reality applications
- Mobile and wearable technologies and applications
- Impacts of XR on value co-creation
- XR/metaverse for customer engagement
- Legal, ethical, and regulatory issues
- New methodological approaches for XR/metaverse
- XR/metaverse applications in tourism, events, cultural heritage, architecture, education, retail, entertainment, health, manufacturing etc.
- Any other related topic



Instructions for authors

We are inviting **3 types** of abstract submissions for the 2024 conference:

1. Scientific Track

Extended abstract length: max. 3 pages* (excl. references). The suggested structure is

1. Introduction, 2. Literature Review, 3. Methodology, 4. Findings, 5 Conclusion. 6. References.

*Author(s) have the option to submit a 12-page full paper.

2. PHD Poster Track

This track will be suitable for research students who would like to present their ideas. Max 3 pages (excl. references). The suggested structure is 1. Introduction, 2. Literature Review, 3. Methodology, 4. Findings, 5 Conclusion. 6. References.

3. Industry Track

Extended abstract length: max. 3 pages (excl. references). The suggested structure is

1. Company Description, 2. Project Summary, 3. Project Details, 4. Feedback from End Users, 5. Future Outlook, 6. Conclusion.

Guidelines

There are no strict formatting requirements. Please submit a blind copy for the review process. All abstract submissions must be in English and submitted as a **PDF file**. The document file should not contain information that unnecessarily identifies the authors, their institutions, or their places of work.

Submission

All abstracts must be submitted via Easy Chair:

<https://easychair.org/conferences/?conf=xrm2024>

Deadline

15 January 2024

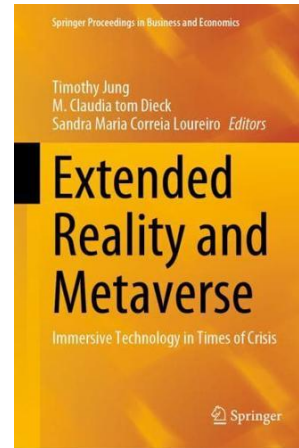
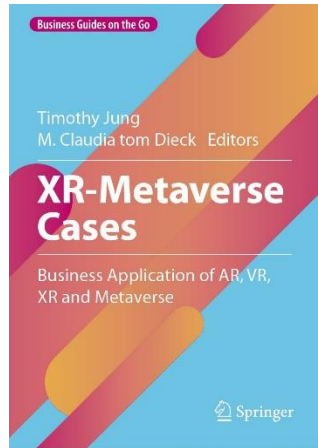
Presentations

All accepted papers are expected to be presented during the conference. Authors of accepted scientific and industry abstracts will be expected to attend the conference and make a 10-minute presentation. Submissions under the poster track are expected to design an A2 poster and display and present this during the conference.



Conference Proceedings

All accepted papers are invited to submit a full paper (Industry 6 pages) – (Academic up to 12 pages) for the **SCOPUS Indexed “Springer Proceedings in Business and Economics”** to be published post conference.



Time Schedule

Submission closes: January 15, 2024

Notification of acceptance/rejection: February 15, 2024

Early bird registration deadline: March 15, 2024

Conference: 20-22 May 2024

Conference Team

Conference Host and Local Chair – Prof. Seok Chan Jeong (scjeong@deu.ac.kr)

Host Secretariat – Prof. Sunghyun Sim (ssh@deu.ac.kr)

Conference Chair – Prof. Timothy Jung (t.jung@mmu.ac.uk)

Academic Program Chair – Dr. Mandy Claudia tom Dieck (c.tom-dieck@mmu.ac.uk)

Local Program Chair – Prof. Sung-Hee Kim (sh.kim@deu.ac.kr)

Networking Chair – Prof. Dai-In Han (han.d@buas.nl)

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Social Media Strategist - Enice Cijntje (hello@eunicecijntje.com)

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Publicity Chair Europe – Prof. Philipp Rauschnabel (Philipp.Rauschnabel@unibw.de)

Publicity Chair MENA – Dr. Ramy Hammady (r.hammady@essex.ac.uk)

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2024 Conference Committees (ASIA/South Korea)

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