



LARGEPA
Laboratoire de recherche
en gestion Panthéon-Assas

**Web 3, Métavers et
Management :
nouveaux enjeux
théoriques et
nouvelles pratiques.**

Welcome to the 1st W3AC Research Day

Web 3, Metaverse and Management: new theoretical issues and new practices.

by the **LARGEPA** laboratory - Paris Panthéon Assas

Webpage of the program - <http://web3assas.com/>



Le **22** juin 2023

La journée de recherche sur le « Web 3, Métavers et Management » vise à rassembler des chercheurs et des praticiens de premier plan pour échanger et partager leurs résultats de recherche et leurs premiers retours d'expériences sur tous les enjeux et opportunités du management dans ce nouvel Internet, le métavers et plus généralement le Web3.

Organizing Comity : Laurent Florès, Jean-Éric Pelet, Virginie Pez
Address : 1 rue Guy de La Brosse, 75005 PARIS, France



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Program Research Day W3AC

Agenda and detailed program

Together with the session chairs and the guidelines for the presentations [go there please](#)

Time	On Thursday 22/06/2023 - Location: Paris Panthéon Assas - Rue Guy de la Brosse (see the map)
8.00	Registration desk open - Welcome to the 2023 W3AC participants, and Guests.
8.30	Introduction & Keynote speech
9.00 12.30	Academic presentations of sessions 1 and 2: 1. Metaverse's "Micro Perspectives"
10.15 10.45	Coffee break: Library
10.30 12.30	Academic presentations of sessions 3 and 4: 2. Metaverse's "Macro Perspectives"
12.30 14.00	Lunch
14.00 15.30	Academic presentations of sessions 5 and 6: 3. Brands, Metaverse, NFT, DAO and 4. Usages of WEB 3.0 in Management.
15.45 16.30	Coffee break: Library
16.30 17.30	Round table - Brands & Metaverse
17.30 19.00	Closing & Announcement and networking drinks

Morning Academic Sessions Program

4 parallel sessions in 4 rooms: Amphi 1, Salle 22, Salle 23, Salle des Actes

Session 1 1. Metaverse's "Micro Perspectives" Experience, Consumption, Uses and Identities

9.00 12.00 Amphi 1 - Jean-Philippe Timsit

9.00	1.1	Metaverses ? What for ? Jean-Philippe Timsit, Gregory Rocher
9.20	1.2	Get to know me : Systematic Marketing Litterature Review of AI powered chatbots, Salma Banana, Sophie Changeur, Sophie Balech
9.40	1.3	The virtual store: a new purchasing channel that generates value and well-being, Cindy Lombart, Fidan Kurtaliqui, Olga Untilov, Didier Louis, Florence Charton-Vachet
10.00	1.4	Metaverse: experience, motivations, and consumer use, Samy Mansouri, Joseph Kaswengi, Asibu Ransford



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Session 2 Salle 22 - Cécile Méadel

9.00	1.5	The masculinity of virtual worlds: the phenomenon of women swapping gender through the avatar as a shield against harassment, Nathalie Maumon
9.20	1.6	Fictionnal immersion and experience of transmediatic consumption within the Animal Crossing: New Horizons proto-metaverse , Eloise Yang, Damien Renard
9.40	1.7	Understanding the determinants of the intention to use the metaverse among young people: A quantitative study, Denis Bories, Paul Pichon, Christian Laborde, Olivier Brunel
10.00	1.8	Imagining an "infinite world", mapping the metaverse on Twitter, Jaércio da Silva, Cécile Méadel

10:15 10:45 Coffee Break: Library

2. Metaverse's "Macro Perspectives"
Designs, Business models, Industry and Metaverse, Future of Collaboration and Metaverse, AI/Metaverse and teaching/pedagogy

Session 3 Salle 23 - Jean-Eric Pelet

10:45	2.1	Metaverses and the formulation of business models, Julien Buseyne, Jean-Philippe Timsit
11.05	2.2	Harnessing the Power of NFTs in the Retail Industry, Pierre Buffaz, Rami Alkhudary, Nathalie Guibert
11.25	2.3	Designing what could be: usages and challenges of immersive virtual reality and the metaverse for the industry of the future, Pierre Quesson, Cédric Dalmasso

Session 4 Salle des Actes - Virginie Pez

10.45	2.5	A revival of pedagogical activities through virtual reality tools: an adaptation to the specificity of gen-zers through experiential pedagogy, Nathalie Maumon, Didier Bede
11.05	2.6	Virtual workspaces and professional metaverses: the future of remote collaboration? Maxime Massey, Natalya Kolesnik, Asmaa Abid-Baudin, Karine Sacépé
11.25	2.7	Will Business Professors soon be replaced? Challenges, Opportunities and Perspectives for teaching business management at the time of ChatGPT and the Metaverse, Isabelle Dabadie, Laurent Florès, Virginie Pez

12.15 Lunch



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Afternoon Academic Sessions Program

2 parallel sessions in 2 amphitheatres: Amphi 1 and Salle 22

13.45 15.00 **Amphi 1**

Session 5 3. Brands, Metaverse, NFT, DAO - Won Kim

14.00	3.1	Brands and Metaverse: how to seduce the Alpha generation? Zineb Kamal, Maria Mercanti-Guérin
14.20	3.2	Brands in the metaverse: a taxonomy of marketing NFTs, Paige Bridges
14.45	3.3	A look beyond the hype: Why NFTs need new use cases to reach a broader audience, Kristina Brahmstaedt
15.05	3.4	Decentralized Autonomous Organizations (DAOs): completing or threatening Customer Relationship Management (CRM)? New emerging hybrid models in marketing, Anthony Chung Chai Man, Won Kim

Session 6 Salle 22

4. Usages of WEB 3.0 in Management - Laurent Gayard Museums, Publishing, Blockchain and Logistics

14.00	3.5	Contribution of Blockchain technology to logistics performance, Ghizlane Errabi, Laila Zeroual
14.20	3.6	Museums and web 3.0: between opportunities and implementation difficulties. Two exploratory case studies, Saida Rave
14.40	3.7	Make the Internet another planet again : use cases of social media renewing through web3 and metaverse technology, Laurent Gayard

15.45 **16.30 Coffee Break: Library**



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Amphi 1

16.30 17.30

Round table: Laurent Florès

Panel : Brands & Metaverse, What has be done, What is to be done : Opportunities and
3.5 Challenges for Brands in the Metaverse, with Mathieu Cervety, TheSandBox, Stéphanie
Zolesio (Groupe Casinon), Neal Roberts BEM Builders

17.30 19.00

Closing speeches and networking