



## **SIG 14 - Conference General Track**

With our theme **Exploring the Future of Management: Facts, Fashion and Fado**, we invite you to participate in the debate about how to explore the future of management. We look forward to receiving your submissions.

### **T14\_03 - Managerial challenges in using VR and AR Experiences**

#### **Proponents:**

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#### **Short description:**

AR and VR has seen a burst in commercial applications in the last decade. The increase in smartphone usage and new technologies embedded in each device led to the development of new applications in many different sectors. However, new techniques such as Spatial Augmented Reality are becoming affordable to the consumer allowing new experiences and ways to interact with the world. AR and VR have vast implications for Management, such as new ways for communicating with consumers, training of employees, prototype simulation for NPD and there are a vast number of new research theories that may arise from such advances.

#### **Long description:**

Augmented Reality has seen a burst in commercial applications in the last decade, particularly using smartphone applications. The increase in smartphone usage and mainly new technologies embedded in each device such as GPS, allowed AR to become a reality for developing applications in many different sectors such as in medicine, architecture, retailing and tourism. However, new techniques such as Virtual Reality or Spatial Augmented Reality are becoming affordable to the end consumer and thus, allowing new experiences and new ways to interact with the world through a new form of computer-simulated reality. AR and VR have vast implications for Management, which include new ways for communicating with consumers, training of employees, prototype simulation for new product development.

In tourism, virtual environments (VE) have been designed for purposes of presenting the possibility for potential tourists to visit local attractions before they actually visit the places or during their visit. VR and AR have also been successfully used in staff recruiting and training to increase employees' skills, for better production planning and to improve



relational communication. Virtual environments have also fostered new business models through the simulation of new products/services and their market acceptance.

VR and AR may lead companies to increase their sustainability and reduce their CO2 footprint for example by avoiding the use of some hazardous materials that could be tested for performance and packaging purposes before their actual production stage.

**Keywords:**

VIRTUAL REALITY  
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TRAINING  
EXPERIENCE  
TELEPRESENCE  
MANUFACTURING

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