

Marketing Seminar

Winter 2023/2024

**Literature and Teaching Project Seminar on
“Transformation of Business and Society through XR-technologies”**

Prof. Dr. Sebastian Hohenberg

Extended Reality (XR) technologies, encompassing virtual reality (VR), augmented reality (AR), and mixed reality (MR), are predicted to have a profound impact on various industries. In 2020, the market volume for XR-technologies reached \$64.5 billion, with an expected annual growth rate of 43.5% during 2023-2028 (IMARC 2022). Other digital technologies such as Artificial Intelligence and Blockchain are fueling this growth, and concepts like Metaverse, virtual worlds, digital twins, and non-fungible Tokens (NFTs) are gaining traction. While there are numerous opportunities for businesses and societies through XR-technologies, challenges such as building internal resources and ensuring data security remain as potential stumbling blocks (PwC 2022).

This interactive seminar invites a select group of students to explore the world of XR-technologies, combining theory with practical experiences including firsthand experiences with VR headsets and virtual work environments. The seminar will feature expert speakers from business and research, providing participants with valuable insights and networking opportunities.

Your tasks are (1) to write a systematic literature review on a predefined topic in the field of XR technologies and digital transformation. Predefined topics will be based on structural themes like the Consumer/Industrial/Enterprise Metaverse or application-oriented topics such as Virtual Twins and Virtual Worlds. The literature review should offer insights for business practice and suggest directions for future research. Additionally, you are (2) tasked, based on the literature review, to develop the outline of a class that introduces bachelor students to this pre-defined topic. You will present your class outline to Professor Hohenberg and the other seminar participants.

Related Literature:

PwC (2022), available at: <https://www.pwc.de/de/handel-und-konsumguter/pwc-retail-and-consumer-goods-on-the-way-to-the-metaverse.pdf>

IMARC (2022) available at: <https://www.imarcgroup.com/extended-reality-market>

Harz, N., Hohenberg, S., & Homburg, C. (2022). Virtual reality in new product development: Insights from prelaunch sales forecasting for durables. *Journal of Marketing*, 86(3), 157-179.

Learning Objectives

The main goal of this seminar is to improve your academic writing skills. After participating in this seminar, you will be able to effectively summarize and categorize literature related to a specific marketing topic, translate academic findings into managerial implications, derive future research opportunities, and create didactically sound course outlines. Moreover, you train your communication and presentation skills.

Seminar Requirements

The seminar consists of two **mandatory** parts that need to be completed in groups of 2-3 students.

1. Writing a seminar paper of 15 pages (66% of the final grade)
2. Presentation (35 minutes) + discussion (10 minutes) of the seminar paper and the class outline (34% of the final grade)

Both parts must be passed separately to get the final grade. Active participation during in-person events is required. Students who pass this seminar will receive **12 ECTS** for the seminar.

Organizational Issues

- How to apply? Please follow the MCM application process for seminars via the homepage.
- Please note that submissions of papers and presentations after the submission deadline will not be accepted.
- The number of students for this seminar is restricted to max. 20 students.
- For specific questions, please contact Christian Zimny (Christian.Zimny@wiwi.uni-muenster.de).

Preliminary Timetable

What?	When?	Where?
Kick-off meeting (incl. presentation of topics)	10.10.23 14:15h – 15:45h	tba
Guest Lecture from Industry Partner	Mid-October	VR-Environment
Assignment of topics	End-October	Learnweb
Workshop: writing effective literature reviews	07.11.23 14:15h – 15:45h	Zoom Live
Hand-in deadline for paper	Mid-February 24	Learnweb
Hand-in deadline for presentation and class outline	End-February 24	Learnweb
Presentations	Beginning/Mid-March	tba

During this seminar, you can schedule meetings with Professor Hohenberg if you have any questions. Please contact Hannah Helming (office management) to arrange an appointment.