AGENDA PRE-CONFERENCE Wednesday, June 12th

	HALL - Crash Courses XR	ROOM 1 - Interactive Workshops	ROOM 2 - Hands-on Workshops	ROOM 3 - Workshops for Young Scholars
09:00 - 09:30	ARRIVAL (COFFE, TEE & SNACKS)		ARRIVAL (COFFE, TEE & SNACKS)	
09:30 - 10:00	**WELCOME** Prof. Dr. Philipp Rauschnabel (Conference Chair) *Introduction and Assignment to Workshops*			
10:00 - 12:00	**Fundamentals of XR** by Prof. Dr. Philipp Rauschnabel & Katrin Brunner Virtual, augmented and mixed reality are terms that are now widely used. But what is behind it? Attendees will be introduced to the fundamental aspects and creative possibilities of virtual, mixed and augmented reality technology which are revolutionizing across industries and disciplines/possibly be as game-changing as the advent of the PC and mobile phone. Example Content • Definition of the terms XR, VR, MR & AR • A brief history of VR, MR and AR, and its differences • Core principles and practical applications of XR • The continued rise of XR and its relevance	**Where is the Future of XR?** by Dr. Dai-In Danny Han Is XR the right investment for my business? Am I asking the right questions? Will XR be fading away soon? What are the possibilities and how can I use VR to enhance my client's experience? Which of the gadgets are the most suitable to use? Join our discussion to learn more and share ideas on how to implement XR with purpose and be at the forefront of technology design and implementation. Learning Outcomes: • Understand the value of XR implementation • Get familiar with design thinking tools for technology development • Learn when NOT to implement XR		**Research Methods – SEM Workshop** by Prof. Dr. Barry Babin & Dr. Nina Krey The workshop provides an overview and serves as an excellent refresher course or as an introduction into essential aspects of structural equations modeling with an emphasis on confirmatory factor analysis (CFA). This interactive session will include instructions on how to analyze data using the SEM software package AMOS. For structural models, we will discuss SEM, mediation and moderation. Workshop attendees should bring their laptop computers with AMOS installed. A 14-day trial version can be found at this link: www-01.ibm.com/marketing/iwm/iwmdocs/tnd/data/web/en_US/trialprograms/G556357A25118V85.html
12:00 - 13:00	Networking Lunch		Networking Lunch	
13:00 - 15:00	**Deep Dive AR: Successful Management** by Prof. Dr. Philipp Rauschnabel & Katrin Brunner In this section, we dive deeper into existing and possible applications of AR in general as well as in Marketing. We summarize recent research and show what the success factors and barriers to Augmented Reality are. Discussed topics are amongst others: • AR in Marketing (e.g. Customer Journey) • AR implementation in Operations • User Acceptance of AR Technologies	**XR Applications for your Enterprise** by Dr. Stefanie Rudel & Ella Cranmer XR applications are exciting for companies, there is no question about it. But there is more to the successful use of the technology - who exactly should our customers be? Which customer problems do we want to solve with XR applications? Through which channels do we reach our customers, what value do we want to convey? After a compact mediation of the basics, we develop business models „hands-on" on the basis of the methodology of the Business Model Canvas. Welcome are all those who want to actively develop their own business models using the easy-to-learn method of the Business Model Canvas.	**Getting started with VR as a company** by VRdirect (Dr. Rolf Illenberg & Team) What are useful applications for VR in companies and enterprises? What are the different VR technologies and how do they differentiate? How can companies get started with VR? How to create a first VR prototype? Join our workshop and learn the basics of VR at companies and how to build an first VR pilot. Learning Outcomes: • Understand enterprise applications of VR • Get familiar with creating VR • Build a first VR pilot	**How to publish & respond to Reviewers** Prof. Dr. Aaron Ahuvia, Prof. Dr. Barry Babin, Dr. Nina Krey & Dr. Eklou R. Amendah & SPRINGER Publishing research in academic journals is a challenging endeavor. The panelists of this session will share own experiences, explain how to deal with critical reviewer comments and advise on how to find relevant research questions. Springer will advise you on how to publish books (e.g. your dissertation) with a leading publisher.
15:00 - 15:30	COFFEE BREAK		COFFEE BREAK	
15:30 - 17:30	**Deep Dive VR** Dr. Timothy Jung, Dr. M. Claudia tom Dieck, Alasdair Swenson This short workshop dives into Virtual Reality (VR), providing an overview of the latest devices, opportunities and businesses cases. The Creative Augmented and Virtual Reality Hub will present, showcase and discuss its VR projects in healthcare, education and cultural heritage. We will discuss the future of VR in various industries, come and join us for the discussion.	**Networking Session**	**Getting started with VR as a company** by VRdirect (Dr. Rolf Illenberg & Team) What are useful applications for VR in companies and enterprises? What are the different VR technologies and how do they differentiate? How can companies get started with VR? How to create a first VR prototype? Join our workshop and learn the basics of VR at companies and how to build an first VR pilot. Learning Outcomes: • Understand enterprise applications of VR • Get familiar with creating VR • Build a first VR pilot	**Research in XR** by Prof. Philipp Rauschnabel Open Discussion about the future of XR in research with leading AR and VR researchers from different disciplines. Discussed topics are amongst others: • Relevant research topics • Theories • Journals • Experience in university-industry-collaborations • etc.
17:30 - 18:00	**WRAP-UP** Prof. Dr. Philipp Rauschnabel			