Digital Marketing Colloquium:
Exploring Artificial Intelligence, Metaverse and Web3
19-20 March 2024, Bournemouth University Business School

Let's Craft Tomorrow for Businesses & Societies: Envisioning & Shaping AI, Metaverse & Web3

	TUESDAY 19 MARCH 2024 Location: **Student Hall**
09:00 09:30	Registration and Welcome
09:30 10:00	Welcome to the The BU Digital Marketing Research Theme and Colloquium Professor Dimitrios Buhalis Research Theme Lead Welcome to the Bournemouth University Business School Professor Lois Farquharson Dean Bournemouth University Business School Professor Lee Miles Deputy Dean Bournemouth University Business School Associate Professor Dr Kaouther Kooli: The BU Digital Marketing Research Theme Associate Professor Elvira Bolat: The BU Digital Marketing Colloquium
10:00 11:30	Chair: Professor Dimitrios Buhalis Professor Hannes Werthner, Technical University of Vienna, Digital Humanism ONLINE Professor Hamid Abdelhamid Bouchachia, Bournemouth University: AI challenges & opportunities
11:30 12:00	Coffee
12:00 13:30	Chair: Associate Professor Elvira Bolat Hüseyin Cevizci, META, Ethics in AI and Marketing Professor Dinusha Mendis, Bournemouth University: AI and Intellectual Property
13:30 14:30	Lunch
14:30 16:00	Chair: Associate Professor Dr Kaouther Kooli Associate Professor Nisreen Ameen, Royal Holloway University of London: Beyond Automation: AI's Real-World Impact on Marketing, Businesses and Communities Professor Ana Isabel Canhoto, University of Sussex: AI-powered service interactions
16:00 16:30	Coffee
16:30 18:00	Chair: Dr Ediz Akcay ARTIFICIAL INTELLIGENCE SHOWCASE Nikolaos Maniatis (The Cato Bot Company) Professor Nigel Williams, Portsmouth University Social Simulation using AI: Interactive Workshop on Conversational User Persona Interface
19:00 22:00	Social Get together in Bournemouth in NUSARA THAI WESTBOURNE

WEDNESDAY 20 MARCH 2024 Location: **BU Dorset House**		
	DG04 10 pax	DG06 50 Pax
09:00 09:30		Registration and Welcome
09:30 11:00	Dr Ediz Akcay and Dr Elvira Bolat, WORKSHOP Digitalisation of Marketing Discipline – DMD	**Technology enabled experiences Chair: Dr Daisy Fan** Kaiti Shang, Dimitrios Buhalis, Daisy Fan and Marcjanna Augustyn, Real-time Co-creation in Tourism Live Streaming: A Live Streamer Perspective Fachri Eka Saputra, Dimitrios Buhalis, Marcjanna Augustyn and Stefanos Marangos: A Typology of Anthropomorphism-based AI Robots in Hospitality Industry information on submission Maryam Alomair and Frederic Boy Search-engine indicators for measuring online happiness and enhancing marketing information on submission Bolat, E. and Ashraf, S., Children's Roblox gaming experiences in Metaverse: Unpacking the identity of future immersive customers
11:00 11:30	Coffee	
11:30 13:00	Dr Kaouther Kooli, WORKSHOP DMRT research workshop for SMEs: AACSB's The Three Horizon's Framework: New perspectives and venture into unexplored areas of AI, Metaverse and Web3.	Chair: Dr Samreen Ashraf Sha Wang, Xinzi Luo and Caroline Scarles, Visitors' experience during digital destination exhibitions and associated travel intention Miguel Moital Technology and Interactions Girish V G, Yuan-Qi Kong and Choong-Ki Lee Examining the continuance intention to use autonomous bus: Applying extended technology acceptance model Elvira Bolat and Stefanos Marangos, Metaverse: Understanding Consumer Readiness and Adoption Factors
13:00 14:00	Lunch	
14:00 15:30	Dr Arkadiusz Tomczyk Digital Personalisation and Pricing	**Business Innovations Chair: Dr Mariana Rodriguez Consoni** Edanaz Tinmazlar (MegaMerchant): eCommerce Critical Success Factors Rohit Pakalapati: Mindful machines and AI innovations Preethi Rajaprakasam, and Elvira Bolat, Developing GAI Competencies for Creative Marketing
15:30 16:00	Coffee	
16:00 17:30		Discussion and conclusions Future Research Agenda and Publication plans Professor Dimitrios Buhalis