Master Class and Doctoral Colloquium

Real Life in Virtual Worlds: Opportunities and Challenges.

Solvay Management Research Seminar – Research Seminar Virtual Media

Timing
December 12th, 2014
14h00-17h00

Location
VUB Campus Etterbeek
(K 2 Auditorium Janssens)

Keynote lecture
Prof. dr. Michael Solomon Saint Joseph’s University, USA

The Brand that Isn’t There:
Identity Management on Virtual Marketing Platforms

Doctoral Colloquium

Call for Abstracts

EXTENDED SUBMISSION DEADLINE: DECEMBER 2nd, 2014

The aim of this doctoral colloquium is to bring together scholars from various disciplines and universities, interested in human and business behavior in virtual worlds (such as Second Life, World of Warcraft, Habbo Hotel, etc...), more particularly the opportunities and challenges these worlds entail for business, social life, moral conduct, identity formation, etc... We hope to connect diverse disciplines, such as marketing and consumer behavior, psychology, communication studies, philosophy and moral sciences, and more... The colloquium provides pre- as well as post-doctoral students an opportunity to present their works in progress, but also their completed projects in the presence of renowned international experts, who will provide constructive criticism on their work.

SUGGESTED TOPICS
Papers or posters on any topic relevant to human or business behavior in virtual worlds (game oriented as well as free-form) and/or in-world business opportunities/challenges are welcome.
For example, but not limited to

- Business opportunities in virtual worlds
- Virtual World user motivations
- Shopping behavior in virtual worlds
- Identity management in virtual worlds
- Ethics and morality in virtual worlds
- Social life in virtual worlds: friendship and community
- Identity formation and development in virtual worlds
- ...

SUBMITTING AN ABSTRACT

Those interested in presenting a paper or poster are invited to send an abstract to malaika.brengman@vub.ac.be. The abstract should be max 2 pages incl. references and should contain:

- Title
- 4-5 Keywords
- Preference for (a) 15 minute paper presentation or (b) brief poster presentation
- Clear problem statement
- Theoretical framework of the research and/or key theoretical concept(s)
- Research methodology, research design
- Key findings
- References

Abstract submission deadline: December 2nd, 2014

NOTIFICATION

We plan to notify delegates ASAP about the acceptance of their work for presentation at the colloquium.

EXTERNAL EXPERT PANEL

- Prof. Dr. Michael Solomon, Saint Joseph’s University, USA
- Prof. Dr. Karolien Poels, UA, Belgium

AUDIENCE

- Academic researchers (pre- as well as post-doctoral) interested in and/or conducting research on the emerging field of human/business behavior in virtual worlds.
- Business managers interested in doing business in virtual worlds.

VALUE FOR PHD COMMUNITY

- Opportunity to present their work if it involves virtual world research and to receive valuable feedback from peers and from international experts.
- Opportunity to get acquainted with peer researchers working on this emerging field.
- For new Phd students - getting inspiration on research issues in this emerging field of research.

ORGANISATION COMMITTEE

- Prof. dr. Malaika Brengman, Department of Business (BUSI) VUB
- Prof. dr. Joke Bauwens, Department of Communication Studies (SCOM) VUB
- Prof. dr. Karl Verstrynge, Department of Philosophy and Moral Sciences (VUB-FILO) & Department of Communication Studies (SCOM) VUB
- Prof. dr. Sandra Rothenberger, (Solvay) ULB
- dr. Yoni van den Eede, Department of Philosophy and Moral Sciences (VUB-FILO)
- Ms. Diana Hassouneh, PhD candidate, Department of Business (BUSI) VUB
- Ms. Katleen Gabriëls, PhD candidate, Department of Philosophy and Moral Sciences (FILO) & Department of Communication Studies (SCOM) VUB
- Mr. Gudmundur Thorbjørnsson, PhD candidate, Department of Philosophy and Moral Sciences (FILO) VUB