

PROGRAMME

10th International XR-Metaverse Conference

25-27 June 2025
Maastricht University
Maastricht, The Netherlands
#XRM2025



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ACADEMIC CONFERENCE COMMITTEE



Tim Hilken

Assistant Professor in Digital Marketing
Maastricht University



Roberta di Palma

Doctoral Researcher in Marketing
Maastricht University



Dominik Mahr

Professor of Digital Innovation & Marketing
Maastricht University



Jonas Heller

Assistant Professor in Digital Marketing
Maastricht University



Danny Dai-In Han

Lector Future of Food
Zuyd University of Applied Sciences



Timothy Jung

Chair Professor of XR
Director Creative AR & VR Hub
Manchester Metropolitan University



Mandy tom Dieck

Reader in XR
Project Manager at the Creative AR VR Hub
Manchester Metropolitan University

EXHIBITORS & SPONSORS



Wednesday, 25th of June 2025



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11:00-12:00	Registration				
12:00 – 12:15	WELCOME by Conference Committee Timothy Jung, Mandy tom Dieck (Conference Chairs), Dominik Mahr, Danny Han (Conference Hosts), Gaby Odekerken-Schröder (Vice Dean UM-SBE)				
12:15 – 12:45	Opening Panel with Mark Sage (AREA), Bibhas Roy (MSS), Heleen Rouw (CIIC), Tim Hilken (UM)				
12:45 – 13:15	Keynote by Thomas Kubski & Mathilde Toussaint (Deloitte)				
13:30 – 14:50	Green Room - F1.025 Digital Twins & XR Heritage Chair: Ramy Hammady Preserving Railway Heritage Through Immersive Experiences: The Pietrarsa Museum Approach — Adele Magnelli, Sabato Gargiulo, and Aurelio Destile * Following Mozart's Steps: Influencing Factors of Tourist Satisfaction with AR-supported Historical City Tours — Marion Rauscher and Patrizia Labrenz Scenes to Vehold: Collaborative Standards Road Map for Sustainable Digital Heritage, and a Memory Twin Future - Ronald Haynes Configuration-User-Purpose (CUP) Model: Enhancing the Success of Digital Twin Projects — Remco Vos, Jeroen Schepers, Néomie Raassens and Fred Langerak	Blue Room F1.020 XR & Metaverse Business Models Chair: Philipp Rauschnabel Developing a new Metaverse Business Model in eSports and Entertainment Industries — Timothy Whiley, Timothy Jung and M. Claudia Tom Dieck The Future of the Sneaker Industry: What metaverse-driven business opportunities are likely to emerge for sneaker companies? — Lukasz Koscinski and Robin Effing Transforming the XR market through business model work and landscape shaping work — Fiona Schweitzer, Stacey Malek and Maximilian Palmie * Status of the Enterprise Augmented Reality (AR) Ecosystem and What Can We do to Improve it! — Mark Sage	Orange Room F1.019 XR Use for Employees Chair: Marnix van Gisbergen Bridging the Training-Performance Gap: A Real-Life Study on the Impact of Low-End Virtual Reality on Experiential Learning in Hospitality — Alexander Lennart Schmidt and Praneschen Govender Using Virtual Reality to Reimagine Service Recovery Training for Frontline Employees — Roberta Di Palma, Dominik Mahr, Tim Hilken, Jonas Hellerand Simon Beauseart The future of buying: Immersive Technologies to transform Purchasing and Supply Management - A Conceptual Framework and future research directions — Jonas Heller, Frank Rozemeijer and Dominik Mahr From Nature Sounds to Automatic Logouts: Employees' Wellbeing in Metaverses David Jiwon Hong	Yellow Room - F1.016 XR & Metaverse in Care and Surgery Chair: Bibhas Roy VR-CON-Mediverse - The development and validation of a VR system for home (p)rehabilitation — Harry van Goor, Floris van der Breggen and Joris Jansen Eliciting Design Requirements of a XR Application Managing Pain and Stress for Pediatric Oncology Patients — Konstantinos Tagaras, Panagiotis Antoniou, Niki Pandria, Sofia Reppou and Panagiotis Bamidis Haptic Interaction for Robotic Assisted Surgery (RAS) in Virtual Reality (VR) — Zeynep Akbal, Moritz Queisner and Igor Maximilian Sauer Intelligent Immersive Environments for Elderly Care: Integrating XR, Robotics, and AI Technologies — Armin Remenyi, Vladimir Kuts and Aleksei Tepljakov	Purple Room F1.015 XR & Metaverse Ethical & Legal Frameworks Chair: Dominik Mahr The legal Protection of Identity in the Metaverse: challenges and opportunities — Giovanni Sorrentino Ensuring the Protection of Minors in the Metaverse: Legal Frameworks and Strategic Approaches. — Malgorzata Wegrzak Unmasking the Virtual Self: Policy Paths to Authenticity and Well-Being — Emily Godwin, Ana Javornik, Ben Marder and Luk Warlop The Socio-legal implications of XR and the Metaverse: The context of eSports and Entertainment — Alexandra Taylor, Timothy Jung and M. Claudia Tom Dieck

Wednesday, 25th of June 2025



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15:00-15:30	Coffee break and Exhibition
15:30– 16:30	Keynotes by Anne Bajart (EU) and Ramy Hammady (University of Southampton)
16:40 – 17:50	Workshops (see below)
18:00-22:00	Social Dinner at Tapijn Brasserie

WORKSHOPS

Green Room F1.025 - Creating real-world XR impact — Rob Pereira (PICO XR) Chair: Jonas Heller

Blue Room F1.020 - Let's Start Responsible XR Through Play — John Walker (SURF, NPLUS) Chair: Tim Hilken

Orange Room F1.019 - XR Creation made simple — Thijs de Vries (Warp VR) Chair: Roberta Di Palma

Yellow Room F1.016 - XR in Construction: Uses, Opportunities, Challenges — Bert Weeda & Thomas Smits (Heijmans) Chair: Dominik Mahr

Purple Room F1.015 - The Future of Hospitality & Tourism — Alexander Schmidt (HTIT_EN) Chair: Danny Han

Red Room F2.006 - Immersive Learning experiences in Anatomy & Chemistry — Mohamed Diab, Salma Kotb and Madelein Segurondo (Ebers) Chair: Alexandru Maris

Exhibition Space F1.019 - Aircraft Marshalling in Virtual Reality: Lessons from a German Air Force Innovation Project“ — Marek Behrens (Bundeswehr) Chair: Philipp Rauschnabel

Thursday, 26th of June 2025



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08:30-09:00	Welcome and Coffee				
09:00 – 10:30	Green Room - F1.025 <i>XR in Career Readiness & Education</i> <i>Chair: Roberta Di Palma</i> Bridging Realities: Transforming Career Exploration Through XR — Tom Kuypers and Jos Meessen * Using Immersive Technologies in Soft Skills Development: Student Perspectives — Alex Gibson, Niall Minto, Justina Setkute and Beatriz Garcia Pascaul Exploring the Role of Virtual Reality in Enhancing Golf Performance — Sang Soo Kim, Tae-Woong Oh and Timothy Jung Expanding the Frame: Evolving Audiovisual Pedagogies and Scholarship through Game-based Virtual Reality — Shant Bayramian	Blue Room F1.020 <i>From XR & Metaverse to Spatial Computing</i> <i>Chair: Joachim Scholz</i> Spatial Computing: Key Concepts, Implications, and Research Agenda — Philipp A. Rauschnabel, Reto Felix, Martin Meissner, Florian Alt and Chris Hinsch * The Spatial Data Platform: New Horizons for Marketing Research — Patrick Wöhl and Sebastian Hohenberg Design for an Approach of Rapprochement between Marketing Science and the Metaverse in Cyber-physical Realities — Qeis Kamran, Marcus Becker and Patrick Baretto You Win Some, You Lose Some: Performing a Cognitive Task in Virtual Reality Increases Task Enjoyment but Decreases Task Performance — Jonas Heller, Sören Köcher, Sarah Köcher and Robert Ciuchita	Orange Room F1.019 <i>XR for Healthy & Sustainable Consumer Choices</i> <i>Chair: Alba Garcia Milon</i> The Differential Effects of AR and VR Experiences to Motivate Climate Change Actions — Luisa Alex, Robert Mai and Philipp A. Rauschnabel Repeated Food Choices Between Virtual Reality Restaurants. A Neurophysiological Study — Enrique Bigne Less is More: Facilitating Sustainable Food Choices Through Diminished Reality — Yuyao Lu, Zeph van Berlo, Marijn Meijers and Edith Smit Gastronomic immersion: exploring the impact of Virtual Reality on tasting experiences — Sergio Ibáñez-Sánchez, Carlos Flavián, Carlos Orús and Carlos Velasco	Yellow Room - F1.016 <i>XR & Metaverse in Therapy</i> <i>Chair: Fabio Campos</i> Virtual Reality as a Possible Therapy for Improving General Health — Maria Alamgir, M. Claudia Tom Dieck and Timothy Jung * Using Augmented Reality within Cue Exposure Therapy for Alcohol Usage Disorder Treatment and Prevention — Marnix van Gisbergen, Victor Buwalda, Homayoun Rezaei Rashnoodi, Miruna Doicaru and Shima Rezaei Rashnoodi Getting It Right: therapist and patient needs for feedback in independent XR rehabilitation — Loes Bulle-Smid, Renee Van den Heuvel, Marissa Gerards and Karin Slegers ASMR: Tingle or Torture Exploring the Diverging Effect between Responder Types in Advertising — Gallus William Houghton, Sammy Wals and Lieve Doucé	Purple Room F1.015 <i>Robot and Avatar Developments in XR</i> <i>Chair: Jella Pfeiffer</i> Human-Centric Remote XR Workspace for Online Robot Programming — Peter Kovacs, Vladimir Kuts and Tauno Otto * Enhancing Human-Robot Interaction: The Role of Playful Personalities on Competence perception in Humanoid Service Robots — Kimberley van der Heijden and Dai-In Danny Han Research ChaAI: An Open Source, Easy to Use Platform for Customizable Conversational AI Experiments" — Marc Becker, David De Jong, Roman Briker, Kars Mennens, Jonas Heller, Dominik Mahr and Dhruv Grewal" How Much Context Should Virtual Agents Understand – Technology Paternalism in Context-Adaptive Virtual Agents — Dominik O. W. Hirschberg, Martin Rochi, Zhuang Chang, Philipp Rauschnabel and Mark Billingham
10:30-11:00	Coffee break and Exhibition				

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11:00-12:30	Keynotes by Thom van de Moosdijk & Ruben Hekkens (ASML) and Max Louwerse (Tilburg University) Interactive Co-creation Session by Gaby Odekerken-Schröder & Alexandru Maris (UM)				
12:30-13:30	LUNCH & Poster Presentations				
13:30-14:00	Keynote by Anabell Vacano (Atopia)				
14:10 – 15:30	Green Room - F1.025 Teams & Workplace Collaboration in XR Chair: Alex Kies From Complex Tasks to Collaborative Success: Communication and Performance in Virtual Reality Teams — Tristan Sanders, Anna Krispin and Dominik Mahr Apple vision pro and the (semi-)immersive workplace: how does the customizable level of immersion affect work performance and user experience? — Sarah Anna Schmid, Philipp A. Rauschnabel, Vladimir Kutsand Anja von Bosse * Prime or Not to Prime: How Topic-Related Priming Impacts Ideation Outcomes in Collaborative Brainstorming Using Mixed Reality Technologies — Christian Murlowski, Andrea Maria Villeda Conde and Stefan Morana Comparing Collaboration Approaches for the Field: Augmented and Virtual Reality vs. Videoconferencing for Remote Guided Nondestructive Ultrasonic Testing — Dominik O. W. Hirschberg, Jörg Rehbein, Sebastian-JohannesLorenz, Philipp Rauschnabel, Bernd Valeske and Jens Holtmannspötter	Blue Room F1.020 XR in the Consumer Purchase Journey Chair: Carlos Flavian From Skeptics to Enthusiasts: Segmenting Consumers' Intentions to Use AR in Physical Stores — Maria Alesanco-Llorente, Alba García-Milon, Cristina Olarte-Pascual, Jorge Pelegrín-Borondo and Eva Reinares-Lara Intelligent User Assistance in Virtual Reality — Jella Pfeiffer, Tobias Weiß and Martin Meißner	Orange Room F1.019 Consumer Well-being in XR & Metaverse Chair: David Finken Exploring ill-being and disengagement practices in extended reality experiences — Lorena Blasco-Arcas, Vitor Lima and Hsin Hsuan Meg Lee The Role of Virtual Reality in Shaping Consumer Well-Being: A Systematic Review — Ashkan Davarpanah, Nina Szczygiel and Ana Maria Santos Costa Soares Stimulating older customers' independence in using Augmented Reality: Strengths-based digital self-efficacy to lower customer vulnerability — Caro Ceyssens, Nanouk Verhulst and Michiel Vermeulen * Voice-as-a-Service: Advancing Dignity in technology-mediated services for Disabled Consumers" - Floriane Goosse, Dominik Mahr and Wafa Hammedi	Yellow Room - F1.016 XR & Metaverse in the Healthcare System Chair: Timothy Jung Bridging Realities: Overcoming Reimbursement Barriers for Sustainable XR Integration in U.S. Healthcare — Julie Brown-Georgi Advancing Adolescent Nutrition: AI and XR Environment Solutions for School Meal Nutrition Management — Younghwi Kim, Sangeun Park and Sunghyun Sim AI and healthier diet for healthy aging: a viable opportunity for the hospitality industry? — Giuseppina Menconi and Paola Ossola Digital Connections: Exploring Technology Connections in the Immersive Era — Eunice Cijntje, Tomáš Svoboda and Somesh Nagdev [Online Presentation]	Location: Maastricht Natural History Museum Auditorium (5-7 min. Walk) Cultural Experiences in XR & Metaverse Chair: Alexandru Maris When the 'Supreme Poet' guides the virtual journey to the destination. VR experiences at the Dante House Museum of Florence (Italy) — Mariapina Trunfio, Cecilia Pasquinelli, AlessandroCavallaro and Adele Magnelli Digitizing Cultural Heritage and Accelerating Museum Digital Transformation Through Multisensory Virtual Reality: A Case Study — Jiaxin Liu Night at the Metaverse Museum: Consumer Responses to Virtual Cultural Experiences — Konstantin Mueller, Thomas Scheurer, Thorsten Hennig-Thurau, Leif Brandes and Andrew Stephen

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15:30 – 16:00	COFFEE BREAK AND EXHIBITORS				
16:10 – 17:30	Green Room - F1.025 <i>XR for Industrial and Safety Training</i> <i>Chair: Danny Han</i> Development of a Virtual Training Simulator for Reactor Pressure Vessel Dismantling — Dong Seok Song, Seung Ah Lee and S Ra El Lee * Using Virtual Reality for Earthquake Evacuation Education and Behavior Analysis System — Chun-I Lee and Zhi Cheng Lin Exploring Virtual Reality as an Educational Tool for Raising Awareness and Mitigating Driver Fatigue Risks: A Preliminary Study between the UK and Italy — Maida Alamgir, Maria Alamgir, Ilaria Bruner, Pietro Paolo Frigenti, Irfan Mehmood and Hassan Ugail Study of Building and Construction Interactive Simulators (BCIS) for Safety and Operation Training — Chi Ho Li and Tsun Sang David Lam	Blue Room F1.020 <i>Scoping & Theorizing XR & Metaverse</i> <i>Chair: Dominik Mahr</i> Extended reality dimensions through LinkedIn — Theodoros Daglis, Georgios Tsironis, Nikos Kalogeras, Glenn Bouwens and Konstantinos P. Tsarakakis Selecting Communication Technologies: Integrating Theories Through Virtual Reality Concepts — Tobias Stejskal and Jella Pfeiffer Beyond Words: The Future of Metaverse Communication Through Brain-Computer Interfaces — Alexander Kies Foundations for a General Theory of XR: A Meta-Synthesis of Core Assumptions — Maksym Koghut and Timothy Jung	Orange Room F1.019 <i>Relaxation & Stress Coping with XR</i> <i>Chair: Martin Meissner</i> Relaxation in Virtual Reality: An Exploratory Study on the Role of Guidance Modality and Prior Experience — Sebastian Stadler and Emilie Daniel Implementing VR Glasses for Wellbeing in a University Library: A Responsible Approach — Anna-Lena Hoh, Yannis Stavarakakis, Katja Shcherbakova and Jules Logister Virtual Reality for Post-Presentation Stress Recovery: The(De)Stress Virtual Reality Framework – Work-in-Progress — Corinna Rott, Roberta di Palma, Mert Emre Saritac, Ioannis Thomas Pavlidis and Jonas Heller Pervasive User Engagement in Augmented Reality — Dominik O. W. Hirschberg, Margarita Ribel and Philipp A. Rauschnabel	Yellow Room - F1.016 <i>Visual Advances in XR & Metaverse</i> <i>Chair: Vladimir Kuts</i> Objective Assessment of Ocular Accommodation in Augmented Reality — Dagni Rappo, Simone Luca Pizzagalli, Martin Argus and Tatjana Pladere * Scoping review protocol: The interaction between human vision and the utilization of virtual reality (VR): A scoping review of benefits, risks and harms — Ieva Krastina, Ellen Svarverud, Stuart J. Gilson, Rigmor C. Baraas and Lene A. Hagen Exploring the Influence of Affect and Low-Level Visual Factors on Behavioural and Physiological Responses in Virtual Reality — Nina Jane Patel, Julianne Honisch and Peter Scarfe A Novel AI-Driven Assistive Framework for Enhanced Navigation and Text Recognition for Visual Impaired Using Smart Glasses — Priyanka Kumari and Ramy Hammady *	Purple Room F1.015 <i>XR in Space & Spectacle</i> <i>Chair: Carlos Orus</i> Understanding XR's Role in New Space – Towards a Design Space — Anja von Bosse, Philipp A. Rauschnabel and Annika Pezold What factors should be considered in designing space VR experiences in preparation for the era of space tourism? — Thanh Hang Vo, Taeyoung Kim and Sujin Bae Enhancing esports spectatorship: An exploration of the impact of HMD VR on esports viewing experiences, satisfaction and motivations to spectate — Mihai Pantea, Miruna Doicaru and Marnix van Gisbergen Cognitive, conative and affective impacts of haptic technology in Virtual Reality gaming — Sergio Barta, Carlos Flavián and Raquel Gurrea
19:00-late	Conference Dinner at Rebelle Maastricht				

Friday, 27th of June 2025



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08:30-09:00	Welcome and Coffee				
09:00 – 10:20	Green Room - F1.025 <i>Branding in XR & Metaverse</i> <i>Chair: Maksym Koghut</i> Exploring Technological Innovation in Advertising Agencies: The Impact of XR Expertise on Customer-facing Brand Communication — Anja Lambrecht, Carsten Baumgarth and Jörg Henseler Conceptualization and Measurement of Virtual Reality Consumer Brand Engagement — Anouk de Regt, Stuart Barnes and Kirk Plangger Exploring Intrinsic Motivations in Immersive Branded Environments: A Self-Determination Theory Perspective — Virginia Vannucci, Francesca Bonetti, Matteo Montecchi and Anne Roggeveen	Blue Room F1.020 <i>Multisensory XR - Olfactory Experiences</i> <i>Chair: Robert Mai</i> Bridging the gap between virtual and real-life food responses using an immersive multisensory VR food environment with visual and olfactory cues — Nynke van der Laan, Sanne Boesveldt, Matti Vuorre, Tessa Van Leeuwen, Kim Verboon, Travis Masterson, Alexander Klippel and Rachelle De Vries * Scent of Luxury: Culturally Shaped Fragrances for Product Evaluation in Virtual Reality — Sarah Victoria Mohr Seeing but Not Smelling: Augmented Reality Displays Decrease Preferences for Products with Olfactory Importance — David Finken, Thomas Scheurer and Rebecca Chae Being There: A study on the value of olfactory stimuli in VR to enhance presence in, and empathy towards, refugee settlements that incorporate notions of home. — Shima Rezaei Rashnoodi, Laura Iannone, Fabio Campos and Marnix S van Gisbergen	Orange Room F1.019 <i>Attachment, Empathy & Nostalgia in XR</i> <i>Chair: Kimberley van der Heijden</i> Immersive Attachment — Alexandru Maris, Tim Hilken and Gaby Odekerken-Schröder Bridging past, present & future in virtual reality: the role of nostalgia — Laurence Dessart, Willem Standaert, Michael Schyns and Elena Mazurova Empathic by Design: Can Virtual Reality Change Our Attitudes and Behaviour Towards People Living in Poverty? — Stefan Bos, Lisa Brüggem, Jonas Heller and Minou Van der Werf Virtual Time Travel: How Virtual Reality Shapes Consumer Memory and drives Nostalgia for Past Experiences — Tim Hilken, Mathew Chylinski, Jonas Heller, Saifeddin Alimamy and Dominik Mahr	Yellow Room - F1.016 <i>XR Trainings in Healthcare</i> <i>Chair: M. Claudia tom Dieck</i> Virtual Reality Training for OR personnel at Maastricht University Medical Center+ (MUMC+) — Arnoud Peppelenbosch and Tim Hilken Designing a 360-Degree Video on Home Care: Experiences of Second-Year Health Sciences Students at Maastricht University — Dalena van Heugten and Nynke de Jong VR-Based Group Conversation Training for Students with Autism: A Co-Creative Research Approach — Ana García Ardana, Anna Krispin, Mark Pluymaekers, Roel Peijs, Inne Vandyck and Dave Seré Augmented Reality in Command and Control Processes: A Comparison of Presentation Types for the Transmission of Auditive Orders — Oliver Hein, Dominik O. W. Hirschberg, Florian Alt and Philipp A. Rauschnabel	Purple Room F1.015 <i>Smart Planning with XR & Metaverse</i> <i>Chair: Justin Cho</i> Rethinking Urban Interventions and the Planning Process: The Role of Virtual Reality for the Transformation of Public Engagement — Markus Holzmaier Mixed Reality meets Marine Spatial Planning: Exploring anew era of immersive collaborative planning — Wilco Boode, Nemtsov Lyuboslav and Carlos Santos Designing an Ethical and Privacy-Driven Framework for XR in Smart Cities: The CitiVerse SELP Approach" - Koen Borghys, Pasi Karppinen, Ine Van Zeeland, Rob Heyman and Karl-Filip Coenegrachts Portable Virtual Reality Interactions: Unlocking the Versatility of Virtual Reality Overlays — Tobias Stejskal and Anuja Hariharan
10:30-11:00	COFFEE BREAK AND EXHIBITORS				

Friday, 27th of June 2025



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11:00-12:00	Keynote by Ko de Ruyter (King's College London) & Interactive Eco-system discussion by Danny Han (Limburg Immersive Technologies Network)				
12:00-13:00	LUNCH & Poster Presentations				
13:00-13:40	Editor Panel with Martin Wetzels (Journal of Service Research), Mirella Kleijnen (Journal of Business Research), Werner Kunz (Journal of Service Management), Marissa Orlowski (International Journal of Contemporary Hospitality Management), Carlos Flavián (Spanish Journal of Marketing)				
13:50 – 15:10	Green Room - F1.025 <i>Avatar Design & Interaction in the Metaverse</i> Chair: Jonas Heller Shaping Experiences How Avatar Customization Influences Immersion and Performance Across Platforms — Ibrahim Humdi, Tim Hilken, Jonas Heller and Dominik Mahr Psychological Ownership in VR Fashion: Two Studies on The Role of Customization — Richard Martina, Mike Russell, Burcu Kor, Yulia Brisson-Zelenina, Jeroen Boots, Arno Freeke and Arend-JanKrooneman Branded Virtual Experiences in the Metaverse: Exploring the Impact of Avatar Embodiment & Immersiveness on Marketing Outcomes — Sehar Sohail and Alyaa Darwish Understanding individuals service satisfaction with virtual generative agents through their expressed emotions with relative to agent interface, and interaction style. — John Vara Prasad Ravi, Jan-Hinrich Meyer, Jonas Heller, Tim Hilken, Ramon Palau-Saumell, Dominik Mahr, and Jorge Matute Vallejo	Blue Room F1.020 <i>XR & Metaverse Retailing</i> Chair: Anouk de Regt Through the Looking Glass: The Shifting User Focus Between Worldbuilding and Real-World Anchoring — Katja Döbel Designing for Local Presence: The Perceptual Augmentation Process and its Role in Effective Augmented Reality Marketing — Katrin Schein, Philipp Rauschnabel, Sandra Praxmarer-Carus and Barry Babin The Role of Augmented Reality in Online Retail: Examining Control Modalities and Product Types — Jonas Heller, Tim Hilken, Philipp Rauschnabel, Roberta Di Palma and Dominik Mahr The Impact of Augmented Reality on Luxury Brand Attractiveness — David Wilhelm, Sandra Praxmarer-Carus and Philipp Rauschnabel	Orange Room F1.019 <i>Metaverse Tourism, Museum, and Art</i> Chair: Mariapina Trunfio An Educational Museum Approach within the Metaverse — Daniela La Foresta and Ilaria Bruner Neuromorphic Data Transformations for Sustainable VR Art Applications — Anna Shvets Beyond the Physical Trip: Examining How VR, AR and other basic Metaverse Tools can influence the Destination Choice — Nansy Kouroupi and Theodore Metaxas Virtual reality in tourism: A study on destination consummatory pleasure — Naveenkumar Hanagandi and Prof.Sunita Mall [Online Presentation]	Yellow Room - F1.016 <i>AI integrations with XR & Metaverse</i> Chair: Tim Hilken The Future of AI Content Creation in the Metaverse : Opportunities, Challenges, and Technologies — Michael Schwertel A Study on AI-Based Data Processing Methods for Analyzing Age Voice Data Collected in the Metaverse Environment — Dahyun Kang and Sunghyun Sim Mutual Development Trends of Generative AI and XR: From the Perspective of Co-Evolution Theory — Sujin Bae, Yujin Kang, Jiahao Liang, Feng Gao and Ohbyung Kwon How can we teach and what are the future challenges to let LLM's generate properties for Objects and Avatars for Immersive Education applications — Abraham Campbell, Ghofran Abourayana, Mollie Murphy, Simran, Sam Jacob, Quinn Berryman, Mikey Dolan, Guéric Thomas, Valentin Boutouria and Xuanhui Xu	Purple Room F1.015 <i>XR Use Across Education Fields</i> Chair: Anna Krispin The Impact of Augmented Reality Avatars on Student Engagement, Motivation, and Interest in History Learning — Maria Ladehof, Fabio Campos, Marnix van Gisbergen and Shima Rashnoodi Simulated mock trials in virtual reality: a framework to guide the future of legal education — Justin Cho, Timothy Jung and M. Claudia Tom Dieck DIGITAL TRANSFORMATION OF ARCHITECTURAL DESIGN EDUCATION: METAVERSE-BASED COLLABORATIVE LEARNING — Bilge Sağlam and Burcu Şenyapılı Özcan Exploring Skill Development in Hospitality Training: The Role of Low-End VR Training on Emotional Responses and Experiential Learning — Brysch Armin, Schmidt Alexander, Ainhoa Carballido, P. D. Govender, Malu Boerwinkel and Dai-In Danny Han
15:20-16:00	Closing & XRM 2026 Announcement				