

TRACK INFORMATION

Title:

Too many bricks in the wall?

Sustainability at the gate of the Metaverse.

Outline (max. 300 words):

As the human footprint permeates ecosystems and societies as an effect of the Anthropocene (Crutzen, 2006), the already close connection among environmental, social, and economic dimensions of sustainability has become more significant than ever (Floridi, 2022). Additionally, the pace at which disruptive technologies are advancing following a super-linear scale (West, 2017) raises new questions and challenges in terms of resource allocation and business (re)configuration as well as policy and regulation. Since the earliest civilizations, technology has profoundly shaped humans' lives and landscapes, since it resets the clock and prevents collapse by allowing available resources to continually re-frame and reconfigure among each other (Rosenberg, 1982; Mokir, 2011; Arthur, 2009). Today, this hasn't changed, as digitalization is defining new paradigms and pervading processes and activities along the three dimensions of sustainability. Daily-life digitalization and sustainability are among the most pervasive megatrends of the 21st century (Kuhn & Margellos, 2022), dominating the public debate in recent years. The rise of great opinion movements (e.g., blacklivesmatter, fridaysforfuture) and the increasing awareness of the impact of climate change on our lives, together with the recent achievements in policy regulation and reporting (e.g., the GRI standards, the Global Compact, the Sustainable Development Goals by the U.N, the ESG metrics) on the one hand; the new emerging digital technologies (e.g., AI, augmented reality, blockchain), together with the rise of the Metaverse on the other, have made sustainability a central issue to investigate. However, there is still a little investigation into the implications and impacts that global digitalization may generate on sustainability. While sustainability is a structural issue, i.e. longitudinal to every economic, environmental, and social infrastructure, digitalization is a product of human activity: this means it should be designed, produced, and conceived as 'sustainable'. This call aims at investigating sustainability at the gate of the metaverse.

Indicate a maximum of 5 key topics to be addressed in the track:

<ul style="list-style-type: none"> • meanings and performance measures of economic, social, and environmental sustainability in the metaverse; • materiality and immateriality in the metaverse; • new strategies, business models and organizational configurations for sustainability in the metaverse; • sustainability implications of cryptocurrencies, blockchain, and NFTs; • systems approaches, sustainability, and the metaverse;
Track Chair
Name: Francesca Iandolo
e-mail address: francesca.iandolo@uniroma1.it
University/Organization: Department of Management, Sapienza University of Rome
Track convenor 1
Name: Giuliano Maielli
e-mail address: g.maielli@qmul.ac.uk
University/Organization: Head of Department of Business and Society, School of Business and Management, Queen Mary University of London
Track convenor 2
Name: Antonio La Sala
e-mail address: antonio.lasala@uniroma1.it
University/Organization: Department of Management, Sapienza University of Rome
Track convenor 3
Name: Pietro Vito
e-mail address: pietro.vito@uniroma1.it
University/Organization: Department of Management, Sapienza University of Rome
Is the Track part of a Special Issue? If so, please, indicate:
Journal:
Title of the Special Issue:
Key dates: