

Department of Marketing



Research Seminars Series

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The Merchants of Meta: Conceptualizing and Defining Retailing in the Metaverse

Abstract: In recent years, interest in the metaverse has been growing dramatically, and metaverse-related companies raised more than \$10 billion in 2021, more than double the amount raised in 2020. Still, despite this managerial interest, our understanding of this space remains limited. While first research on the topic appeared over a decade ago (e.g., Kaplan and Haenlein, 2009; Haenlein and Kaplan, 2009), it is unclear whether the metaverse is only old wine in new bottles or a fundamentally new concept that will transform marketing strategy. In this talk, I aim to address some of these questions. I will explain what the metaverse is (and what it is not), how it relates to the video game ecosystem and how companies can use it for retailing and general marketing strategy.