

- What are the motivations of the drivers behind the new technologies?
- When human forms are replaced with digital avatars and our social interactions are powered by algorithmic systems, what implications do we anticipate on our identities and social relationships?

During the virtual discussions, students identified research concepts that they then incorporated into the course framework, facilitating an analysis of the impacts of the metaverse on society, education, and the future of work. The first paper, authored by Jewell, explores corporations' adaptability to a more virtual world and the strategic incorporation of the Metaverse into daily operations to enhance efficiency. In the second paper, Jones employs stakeholder theory to identify measures to mitigate the adverse effects of metaverse-based video games on adolescent children. Following this, Colt examines the impact of the metaverse on businesses within small communities and investigates how specific stakeholders can influence it. In his paper, Shaheen engages in a theoretical exploration of the influence of virtual reality (VR) and blockchain technology on the formation and governance of decentralized communities within the metaverse. Subsequently, Shirley delves into the ethical concerns of utilizing the metaverse for white-collar crimes. Lastly, Ashley provides data and insights addressing two specific research questions: "How does, or will, the metaverse affect telehealth?" and "Who are the stakeholders affected, and how does it impact them?" ■

THE GROWTH OF THE METAVERSE'S IMPACT ON CORPORATE BUSINESS

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ABSTRACT

With the growth of the Metaverse in recent years, businesses and consumers have been wondering if it can be a new tool to increase the value of the company or to make operations run smoother. This paper targets the efficiency metric that can be affected by the emergence of the Metaverse. I have conducted research that has concluded that the Metaverse can make companies advertise and run meetings more efficiently. The research has been conducted by finding the adaptability of corporations grasping onto a more virtual world and implementing the Metaverse into the daily operations. The statistics are aimed more towards the company's acceptance of the Metaverse since it is such a new concept and how willing companies are to use it to their advantage.

Key words: metaverse, corporate efficiency, technological development

Introduction

The research topic picked for this project is how the Metaverse can impact the efficiency in corporate business. There are several ways that corporations can use the Metaverse to improve business metrics, but the main statistics that will be looked at are the statistics involving the efficiency. This paper will cover the different ways that the Metaverse can improve efficiency and how much of a value the corporation can put on the Metaverse being used in their business to increase efficiency. Another statistic that has been added to the paper

is how willing consumers are to use the Metaverse. The Metaverse can provide an immersive experience for consumers and companies can use this to their advantage to make advertisements.

Research Questions

What will the impact of the efficiency of the corporation be to the stakeholders?

Should the stakeholders be for or against the possibility of the use of the Metaverse in corporate business?

Theoretical Framework

This research is based on the stakeholder theory stating that it is "A theory that holds that the purpose of the firm is to create value for society" (Lawrence & Weber, 2020). This is true in this situation because there are many ways that the Metaverse can create value for the company, community, and society all together. The Metaverse can make a corporation more efficient which will make the company more valuable which, in turn, will make the employees, suppliers, and community all be able to profit from it.

Research Design and Methodology

The research design of this topic is to find metrics in which corporations can improve their efficiency. Two of the main metrics listed in this research are training and marketing. Of which, research was conducted on how the Metaverse will be able to increase the efficiency of these metrics. The methodology behind the statistics is that the Metaverse will be able to reduce the time, money, and efforts currently spent on these aspects. The statistics are able to quantify the improved efficiency that the Metaverse can bring to the corporations.

Analysis

The first step in finding out how the growth of the Metaverse is affecting the corporate business is grasping what the Metaverse is. There is a lot of confusion on what the Metaverse really is because it is so new to our society. It is not like a normal "startup company" because of how large it is and the impact it will play on all aspect of our life. There are several ways that it will impact our daily lives soon, but the focus is to determine on how it will affect the efficiency of corporate business. Ravenscraft from 'Wired' explains the difficulty on how to describe the Metaverse, "To help you get a sense of how vague and complex a term 'the metaverse' can be, here's an exercise: Mentally replace the phrase 'the metaverse' in a sentence with 'cyberspace'. Ninety percent of the time, the meaning won't substantially change" (2022). This is an interesting statement about the Metaverse because he is interpreting the Metaverse as a different world than reality. The Metaverse was created in 2014 by Facebook when the company purchased "Oculus" which was the leading virtual reality company at the time (Boreham, 2022). This acquisition led Facebook to open a new door to virtual reality like we have never seen before.

The next step in solving the impact of the growth of the Metaverse on corporate efficiency is to measure the growth of the Metaverse already. Hristina Nikolovska from "Bankless Times" created an article about the statistics of the Metaverse as of 2023. She states several facts including, but not limited to:

"The market size of the metaverse is over \$38.5 billion. The majority of people are willing to spend up to \$1,000 on advanced VR gear. Over \$500 million worth of real estate was purchased in the metaverse so far. There are over 400 million metaverse monthly active users. By 2026, 25% of people will spend an hour or more in the metaverse each day" (Nikolovska, 2023).

All the statistics listed can be used to measure the growth of the metaverse in that they are all quantitative representatives of the size of the Metaverse. The market size statistic shows how much money companies are spending in the Metaverse and how they view it as a potential frontier for how they will conduct business in the future. The statistic showing that people are willing to spend up to \$1,000 on the VR gear shows the effectiveness this platform has on the current society, and how badly consumers want to join the Metaverse. Researchers are compelled to argue that companies would spend much more and treat it as more of an investment on future returns since consumers will be spending large amounts in the Metaverse. The “400 million monthly users” is a very compelling statistic to companies because it shows that the market is there for business to open storefronts or use the platform for operation efficiency due to the experience society will have on it already. Finally, the statistic that by 2026 25% of people will spend an hour or more on the Metaverse is enticing to businesses because the more time people spend on the Metaverse, the likelihood that they will increase online revenues and/or efficiently conduct meetings, training, or interviews on the platform. From the information above, we know that the Metaverse is already a large platform, and it will only get larger. I believe that the Metaverse will not only change how corporate businesses will sell products, but to more efficiently control their operations.

The first aspect of corporate business efficiency for executives to focus on is marketing. Corporations spend millions each year on marketing their products and services and usually offer the same commercials or advertisements repeatedly. Consumers can easily lose interest or not be interested at all in products because marketing has not really changed much since the internet started running advertisements. In 2022, Bernard Marr (Forbes) conducted an interview with Emma Ridderstad (CEO of Warpin Media). In this article, Ridderstad mentioned,

“She imagines the metaverse as everything we do online today — through our smartphones and our computers — but being able to do it all in immersive 3D, via virtual and augmented reality.... This technology enables us to engage with more senses at the same time, so it’s a much richer experience... From the consumer’s point of view, you will have so much more information about the brand and the product that you’re buying — because this is the first time you’re not constricted to a 2D printed ad or commercial. You can really work with the product...like interacting with a normal ad but making that come alive in 3D” (Ridderstad 2022).

The main theme of her interview was how companies can offer an “immersive” experience which will ultimately add more value to the marketing schemes of corporations because they will be able to give the consumers a better understanding of their products and their company. This would make the efficiency of marketing increase substantially because consumers would view the purchase as more of an experience rather than online shopping.

Finally, the operations of corporate businesses will also be impacted by the growth of the Metaverse because of the experience they can offer their employees. The Metaverse can increase the efficiency of operations in that teamwork will be increased, “A fully realized metaverse will support a more collaborative environment where data will be ubiquitous and always present, Srinivasan said. For example, the envisioned metaverse should deliver a much more immersive experience to operations workers who should be able to use the technology to guide even the most complex field and service work, as well as being able to coordinate more fully with others” (Pratt, 2022). Pratt also went on to explain, “Within the next two or three years, I predict most virtual meetings will move from 2D camera image grids ... to the metaverse, a 3D space with digital avatars,” wrote Bill

Gates in his blog, "The idea is that you will eventually use your avatar to meet with people in a virtual space that replicates the feeling of being in an actual room with them" (Pratt, 2022). This will increase the efficiency of corporate business because you will get the experience of a personal connection when you are in another state or country even. There is disconnect in meetings that are online today because you are only seeing other people through a two-dimensional computer screen which will make the connection between workers less personal. Furthermore, there could be miscommunication between workers in online meetings which will require more time to be spent on projects if everyone is not on the same page. The Metaverse will be able to give the workers a better understanding of the task at hand because it is very similar to an in-person meeting

Conclusion

The metaverse is already growing rapidly which only leads to more opportunities in corporate business not only regarding revenue, but the operational tasks that are currently being done in online meetings. The growth of the Metaverse will increase how corporations can efficiently market, train, and meet with each other which will make operations run smoother than they do in the current online work environment. The stakeholders of the corporation can expect an increase in profits, higher valuation of the company, as well as an increased intrinsic value of the company due to the sought after efficiency. The stakeholders should be pushing for a larger presence in the Metaverse because it can provide a low-cost way for the corporations to conduct business and train individuals. ■

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