SHIFT(s) B2 Business

Managing in the Era of Automation

2024-2025

Final Project Specifications

Automating the future: industry transformation in the metaverse

Introduction

Throughout the program, we have seen how the automation of work has evolved, culminating in the disruptive technologies we know today, such as artificial intelligence and other intelligent systems.

The interaction between human resources and the technology has a considerable impact on the role of workers, work processes, organizations and companies as a whole. For every new solution, new ethical, environmental and psychosocial issues arise.

Given the challenges of new forms of work automation**, this project will task you with combining innovative management techniques with a specific disruptive solution: the metaverse**.

Due to intense global competition, rapid technological change, and shifting patterns of world markets, companies are compelled to continually invest in new projects, if not for profit, then for survival. This is considered the key to success.

Most successful businesses have clearly defined objectives and constantly set goals and targets. By setting effective targets and meeting them, they tend to create overall value for consumers. According to McKinsey (June 2022), industries are already beginning to explore ways to deepen connectivity and complement everyday activities. Within a decade, the metaverse has the potential to drive a very different world.

1. Project Overview

You will be invited to develop a project for an existing organization that focuses on **creating a specific new activity, product, or service within the metaverse**. Select a particular industry and justify its suitability for an automated transformation within the metaverse context. The

goal is to **explore and critically analyze how the metaverse can facilitate the automation of working processes in the chosen industry or sector**.

2. Learning Outcomes

- Analyze the impact of adopting new working models in the metaverse, assessing both potential benefits and challenges.
- Identify the main steps required for successfully implementing an automated and immersive approach in a selected industry or sector.
- Propose practical and innovative solutions for real companies or organizations to transition into immersive and automated environments.
- Critically estimate and evaluate the strengths and weaknesses of different business models within the context of the metaverse.

3. Deliverables

An impact analysis report and video presentation that demonstrate the integration of metaverse-driven strategies within a sustainability and environmental impact framework, divided into two parts:

Part I. Industry Transformation Report

Assignment (2 pages)

Provide a detailed analysis of the metaverse's potential to transform a selected industry, covering:

- Identification of key areas within the industry that are ripe for automation through metaverse technologies.
- An analysis of the primary benefits and challenges of automation for the sector.
- A discussion of future value propositions that the metaverse could offer to businesses within this industry.
- An exploration of how industry-wide automation aligns with sustainability and environmental goals.

Part II. Simulation of a Real-World Application

Video (2-3 minutes)

Present a simulation that illustrates the application of metaverse-driven automation in the selected industry. This simulation could showcase:

- A practical example of how a specific process, service, or activity can be automated within the metaverse.
- Key benefits and challenges in implementing this solution, with a focus on both technical and human resource aspects.
- A visualization of how the industry or sector would change with this application, emphasizing real-world impact and stakeholder engagement.