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Metaverse and the Future of Work. The Effect of Individual Characteristics on User Adoption.

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Research-in-Progress

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ABSTRACT

Digital technologies have been transforming the way work is performed in organizations. With the evolving workplace, new communication technologies such as Zoom and Slack received tremendous enterprise support. As more knowledge work has been performed remotely, to recreate an in-office experience online, new immersive technologies, such as the Metaverse can be used. However, the adoption of Metaverse may depend on the individual characteristics of employees. The goal of this research is to investigate factors influencing the employee adoption, such as personality traits and cultural characteristics. The results of this research can be beneficial for designers to understand the factors contributing to the Metaverse adoption in the workplace.

Keywords

Metaverse, Future of Work, Personality, Big Five, Technology Adoption, Human Computer Interaction, Web 3.0

WORKPLACE AND METAVERSE ADOPTION

The future of work depends on supporting digital technologies. Remote work has become possible via the adoption of various communication driven tools such as email, video conferencing, document sharing, and real time communication. The downside of remote work is a lack of interpersonal communication. A more immersive approach to communication and collaboration in the workplace could be via the Metaverse. Nowadays, the Metaverse is mostly known via gaming applications. However, it is swiftly becoming the next iteration of the web, or Web 3.0, that is characterized by decentralization that provides users with greater privacy and control over personal information with the focus on interoperability, blockchain, decentralized finance, and smart contracts. Citi Institutional Clients Group (2022) predicted that by 2030, total addressable market for the Metaverse could reach between $8-$13 trillion, while the number of Metaverse users could reach five billion worldwide. The collaboration via the Metaverse can become the next level of communication following the video conferencing. Other enterprise use cases extend to internal collaboration within an organization, external contacts with clients and customers, marketing and advertising efforts, conference and events organization, and workforce training (Citi 2022).

Organizational success utilizing new technologies widely depends on the employee adoption of new technologies and the adoption may or may not be universal. In this research, we focus on the individual characteristics of employees to understand if personality (John and Srivastava 2011) and cultural dimensions (Hofstede 2011) influence the Metaverse adoption in the workplace.

The goal of this research is to investigate the adoption of work-related tasks via the Metaverse among remote-capable employees. According to Gallup, they are employees whose current job can be performed remotely at least part of the time (Wigert 2022). The results of this research could be useful to organizations that consequently can offer customized Metaverse solutions to improve employee experience. Additionally, the results could be useful to employees. Designing solutions acceptable by employees could lead to a better collaboration and consequently improved productivity and satisfaction in the workplace.

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