



People's Democratic Republic Of Algeria
Ministry of higher Education and Scientific Research
20 August 1955 University of Skikda
Faculty Of Economic, Commercial & Management Sciences
Department Of Management Sciences



In Collaboration with:

ECOFIMA Laboratory
SKFE Laboratory

The National Institution (Fikra) for Supporting Entrepreneurial Thinking and Startups



The Hybrid International Scientific Conference on:

Entrepreneurship in the Context of Virtual Experiences & Augmented Reality

November 17-18, 2025



Google Meet

The Hybrid International Scientific Conference on:

Entrepreneurship in the Context of Virtual Experiences & Augmented Reality

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20 August 1955 University of Skikda

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20 August 1955

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*Head of The Departement of
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Entrepreneurship in the Context of Virtual Experiences & Augmented Reality

Conference Preface:

In an era marked by technological advancement and continuous innovation, the applications of virtual reality (VR) and augmented reality (AR) technologies have diversified across various fields. These technologies enable users to immerse themselves in virtual environments, allowing them to confront their psychological fears rather than experiencing them in the real world. One of the most notable areas witnessing significant technological development is business management. These immersive experiences pave the way for new opportunities for organizations, providing innovative and professional approaches regardless of the type of product or service offered, all facilitated by the available modern technologies.

Conversely, the entrepreneurial industry faces a set of challenges in achieving its planned objectives. Given the primary goal of startups, which is to rapidly expand their operations and capture the largest market share as quickly as possible, they are compelled to deliver unique and innovative experiences to their customers. Successful startups have undergone substantial transformations in their "production, communication, and marketing" strategies to attract as many potential customers as possible and gain competitive advantages.

It is essential to highlight the significance of virtual reality and augmented reality experiences, which have recently seen remarkable advancements in the business world. Today, organizations are better equipped to attract customers through interactive technologies that transport them to new realms, igniting enthusiasm and passion while enhancing the motivation for creativity and innovation in exploring new experiences in the real world. Additionally, these technologies contribute to improved performance and competitiveness.

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Conference Issue:

*Startups are considered one of the most significant drivers of innovation and development in the modern economy. With the digital revolution and technological advancements, the entrepreneurship sector is experiencing profound transformations aimed at achieving commercial success and sustainability amidst the constraints of cost reduction and the risks associated with testing products or ideas in the real world. The emergence of virtual experiences and augmented reality, coupled with the evolution of information technology and artificial intelligence applications, presents a contemporary opportunity and strategic direction for enhancing entrepreneurial objectives. Through this conference, we will seek to address the following central question: **How can startups invest in virtual and augmented reality experiences to enhance their various strategies for achieving sustainable growth?***

Entrepreneurship in the Context of Virtual Experiences & Augmented Reality

Conference Objectives:

The conference represents an academic gathering aimed at providing a distinguished academic platform for the exchange of knowledge, the cross-fertilization of ideas, and the utilization of scientific expertise based on sound methodological principles. It also offers an opportunity for all stakeholders interested in the conference theme to explore the contributions of virtual experiences and augmented reality to the future of startups. The conference seeks to achieve the following objectives:

- Establishing the theoretical framework for entrepreneurship and the fields of virtual and augmented reality (including graphic design, 3D printing, animation and multimedia design, the Internet of Things, educational technology, computer science, robotics, and artificial intelligence);*
- Opening avenues for scientific research, in various domains of virtual and augmented reality (such as gaming, training and education, cosmetic medicine, real estate, shopping and travel, marketing, tourism, and industry, among others);*
- Emphasizing the psycho-economic role, in interpreting behavioral factors and determinants of pioneering personality types that influence the adoption of virtual and augmented reality experiences in entrepreneurship;*
- Highlighting the key opportunities and challenges, facing the entrepreneurship sector regarding the use of virtual and augmented reality experiences, particularly in developing countries and Arab nations;*
- Developing and proposing frameworks and solutions to address challenges, by leveraging successful experiences from both Arab and global startups that have adopted virtual and augmented reality experiences.*

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Conference Vision:

The conference aims to promote and develop the field of virtual experiences and augmented reality within the entrepreneurship sector. This will be achieved by providing academic sessions for participants, including researchers, entrepreneurs, and innovation and technology enthusiasts, to discuss and share knowledge and experiences related to these innovative technologies, thereby addressing the challenges that developing countries may face.

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Conference Themes:

- *Applications of Virtual and Augmented Reality in Business Organizations, This includes (graphic design; 3D printing; animation and multimedia design and production; the Internet of Things; educational technology; computer science; robotics; and artificial intelligence);*
- *Domains of Virtual and Augmented Reality, These encompass (gaming and entertainment; training and education; cosmetic medicine; real estate; shopping and travel; tourism and industry; engineering; healthcare; hospitality; marketing; e-commerce; communication; and public relations, among others).*
- *Investment Opportunities Discussion, This theme focuses on exploring investment opportunities in the entrepreneurial environment regarding the adoption of virtual and augmented reality experiences (risk, expansion, collaboration, partnerships, etc.).*
- *Challenges Facing the Entrepreneurship Sector:*
 - *Financial, organizational, and human resource challenges;*
 - *Technical and operational challenges;*
 - *Security and privacy challenges;*
 - *Social acceptance challenges.*
- *Discussion of Successful Arab and Global Experiences, This involves examining successful cases of startups that have benefited from virtual and augmented reality experiences.*

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Other Activities at the Conference:

- *Club Exhibition;*
- *International Virtual Training Workshop: A workshop on "Entrepreneurship Skills" will be held on November 18, 2025, offering certificates of attendance. The registration link will be announced in the chat box during the sessions of the first day of the conference on November 17, 2025.*
- *Publication of Conference Proceedings: The proceedings of the conference will be published in a book with an International Standard Book Number (ISBN).*

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Conditions for Participation in the Conference:

- *Participants must submit their research within the conference themes and adhere to rigorous research standards.*
- *The research must not have been previously published in a scientific journal, presented at another conference, or derived from another study.*
- *Submitted papers will undergo scientific evaluation according to the established guidelines and protocols of academic research.*
- *Research papers should be sent in Word format and must include on the first page the following participant information: name and surname; academic rank, specialization, and department; university and faculty; phone number and professional email.*
- *Brief curriculum vitae for each researcher, along with a personal photo, should be submitted, detailing the last **five** research works completed.*
- *Only individual and dual submissions are accepted, with the name of the presenter specified for the conference days.*
- *Research papers may be presented in three languages (Arabic, French, English), with a length between 10 and 20 pages, adhering to the APA citation style. A template will be provided for all accepted presentations.*
- *Participation fees are as follows: 1000 DZD for doctoral students and temporary University Professor; 3000 DZD for permanent University professor and others.*

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Important Dates:

*Submission of abstracts with indication of participation type (in-person or Online): **February 28, 2025***

*Submission of complete papers: **September 20, 2025.***

*Notification of acceptance or rejection: **October 10, 2025.***

For accepted presentations requiring revisions from the scientific committee:

- *Submission of the final revised presentations: **October 20, 2025.***
- *Submission of PowerPoint presentations (including the name of the presenter): **October 28, 2025.***
- *Final program and Online links will be sent: **November 9, 2025.***

Research papers should be submitted via the following Email:

vr.ar.business24@gmail.com