

Bachelor- / Masterarbeit

Quo Vadis Banking? Examining and Developing Business Models for the Banking Sector in the Metaverse

Since the Internet became more and more prevalent in the 1990s, virtual content has increasingly permeated the everyday lives of many people. The improvement of existing and the development of new technologies and tools such as virtual reality glasses, robotics, artificial intelligence, IoT, blockchain, or mobile networks reinforce this trend and enable a continuous evolution of the Internet. The boundaries between virtual and real worlds become increasingly blurred, often referred to as the development towards the Metaverse.

Recently, the banking sector has intensified its efforts to embrace the Metaverse as a way to bolster its technological edge and maintain a competitive advantage over financial technology (FinTech) companies and decentralized finance (DeFi) protocols, as reflected in various activities. For example, financial institutions have set up special task forces to study the potentials, are increasingly engaging in the business of crypto-assets by purchasing virtual real estate, or offering real-world financial services in the Metaverse. Since the Metaverse is still in its infancy, the banking sector's efforts to date have been mainly experimental in nature. In this light, developing sustainable business models for the banking sector in the Metaverse is a challenging task that requires thorough research. Current research in this context only partially addresses the Metaverse (Seth et al., 2022), while other studies do not focus on developing new business models (e.g., Bhat et al., 2022).

The aim of this thesis is to analyze the potentials and challenges for the banking sector in the Metaverse. In the next step, potential business models for the banking sector in the Metaverse will be developed through an interview study. The focus of the work will be defined in an initial meeting with the supervisors. The scope varies depending on the type of thesis (e.g., Bachelor's or Master's thesis).

Empfohlene Einstiegsliteratur:

- Lee et al. (2020), All One Needs to Know about Metaverse: A Complete Survey on Technological Singularity, Virtual Ecosystem, and Research Agenda, <https://doi.org/10.48550/arXiv.2110.05352>
- Bitkom (2022), Wegweiser in das Metaverse. Technologische und rechtliche Grundlagen, geschäftliche Potenziale gesellschaftliche Bedeutung
- Jeon et al. (2021), Blockchain and AI Meet in the Metaverse

- Myers and Newman (2007), The qualitative interview in IS research: Examining the craft, <https://doi.org/10.1016/j.infoandorg.2006.11.001> Schweizer, André & Knoll, Patricia & Urbach, Nils & von der Gracht, Heiko & Hardjono, Thomas. (2020). To What Extent Will Blockchain Drive the Machine Economy? Perspectives From a Prospective Study. IEEE Transactions on Engineering Management. 1-15. 10.1109/TEM.2020.2979286.

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