Conference Name: Dubai International Conference on Teaching, Education & Learning, 15-16 November 2026
Conference Dates: 15-Nov- 2026 to 16-Nov- 2026
Conference Venue: Flora Creek, Deira, Dubai, UAE
Appears in: PUPIL: International Journal of Teaching, Education and Learning (ISSN 2457-0648)
Publication year: 2026

Hanan Al Mazrouei, 2026

Volume 2026, pp. 376-377

DOI- https://doi.org/10.20319/ictel.2026.376377

This paper can be cited as: Mazrouei, A.H. (2026). Metaverse Adoption in Higher Education: An Empirical Study. Dubai International Conference on Teaching, Education & Learning, 15-16 November 2026. Proceedings of Teaching & Education Research Association (TERA), 2026, 376-377

METAVERSE ADOPTION IN HIGHER EDUCATION: AN EMPIRICAL STUDY

Hanan Al Mazrouei
Management, United Arab Emirates University, UAE
h.almazrouei@uaeu.ac.ae

Abstract

This study's aims are to examine whether organizational culture affects metaverse adoption, as well as investigate UAE students', lecturers' and universities' levels of readiness to adopt the metaverse. It also examines whether learning competencies affect metaverse adoption in UAE universities. A survey was distributed among 180 full-time UAE university students. Data analysis was conducted using SPSS. The results indicate that respondents' perception of the merits of the metaverse was an important factor governing their intention to participate in its use. This study addresses a gap in the literature by investigating awareness of, and apprehension involved in, adopting metaverse technology. It proposes practices aimed at improving students' and lecturers' concerns regarding this technology, leading to quicker acceptance and uptake of the technology. Implications for theory and management practices are discussed, the study's limitations are addressed and suggestions for future research are proposed.

Keywords:
Metaverse Adoption, Student Readiness, Lecturer Readiness, University Readiness, Organizational Culture, Learning Competencies