

Call for Participation and Papers

For the

ISMAR 2022

Enterprise AR Research Agenda Workshop

Problem Statement

Engineering organizations, commercial AR technology and solution providers and research groups in public and privately funded institutions who seek to address enterprise AR challenges through basic or applied research **lack specific guidance** from customers encountering challenges to real world adoption.

Research about topics pertaining to Augmented Reality adoption conducted in academia is often driven by a doctoral candidate's choice of novel domains or methodology and/or a group's need to quickly generate many peer-reviewed journal publications. Industrial research institutes or groups within commercial product companies choose research topics based on their predicted revenue potential (ROI). The result is that many researchers are working from the "bottom up," because **they lack a clear data-driven vision to guide investments in research**. These patterns result in there being **less breakthrough research results addressing concrete enterprise AR gaps and challenges**.

Approach to Addressing this Problem

A "Research Agenda" is a living resource that focuses the attention of stakeholders and helps to establish priorities for research organizations, governmental and non-governmental funding organizations and planners who serve research stakeholders in other capacities. Once published, a Research Agenda should be maintained and/or used to measure progress against stakeholder-generated issues and gaps in knowledge or tools that can be addressed through research.

A Research Agenda guides research priorities and funding so that these focus on the most urgent needs of the greatest communities and target the obstacles to meet goals of those communities.

The First Enterprise AR Research Agenda

The [AR for Enterprise Alliance \(AREA\)](#), the only global member-driven consortium focusing on accelerating adoption of Enterprise AR, developed and published the first Research Agenda focusing specifically on the challenges facing enterprise AR customers. The [AREA Enterprise AR Research Agenda](#) is a collaborative effort initiated by AREA Research committee members to map the most important gaps in documented research and shared knowledge. On the basis of the

gaps in prior published research, future research topics of highest potential impact have been defined.

Exciting research topics for accelerating enterprise AR adoption are published on the [AREA Enterprise AR Research Agenda](#) web page in seven categories. An interactive dashboard permits filtering research topic descriptions.

Call for Papers

Professionals with experience in enterprise AR research and in the development of Research Agendas are invited to submit papers for this workshop.

Themes

The themes on which papers are invited include but are not limited to:

- Existing or past AR Research Agendas
- Research Gaps (AR Research topics in need of attention) in enterprise AR
- Research Agenda development approaches
- How to obtain funding for new research topics identified in a Research Agenda
- How to measure Research Agenda impacts

Submission Types

The ISMAR W8 Workshop chairs invite three types of submissions:

- **Research Results:** Original research about one or more workshop themes, preferably focusing on a new, existing or past research gap analysis or research agenda focusing on enterprise AR use cases.
- **Data Sets:** Quantitatively identifying and validating research gaps on which researchers will focus in the future can use objective measures, such as data from surveys, data mining or other means. The submitted or proposed data sets must be open (free of any IPR) and documented in ways that will permit workshop participants to access and use.
- **New Enterprise AR Research Topics (Research Gaps):** If, after examining the topics in the [AREA Enterprise AR Research Agenda](#), a researcher or enterprise AR customer determines that a topic is missing and needs to be added to the Research Agenda, this can be submitted for development and discussion during the workshop.

Submission Procedure

To submit a workshop paper, please prepare using [ISMAR2022 guidelines](#) and send PDF via e-mail to the [workshop program committee](#).

To submit/share a data set, please create a GitHub repository and share the URL for that repo with the [workshop program committee](#).

Finally, to submit an AR Research Topic, please [complete this form](#) and send it by e-mail to [workshop program committee](#).

Important Dates

Submission Deadline: July 25th, 2022

Acceptance notifications: August 5th, 2022

Camera-ready materials: August 31st, 2022

Call for Participation

During the ISMAR Enterprise AR Research Agenda workshop, ISMAR research community members (participants) will learn about existing or emerging AR research agendas and collaborate to identify new research topics on which academia and private research groups can focus to accelerate the development of AR components and systems that meet the requirements of enterprises in heavy industry. The workshop participants will have the opportunity to use data mined from the prior 5 years of publications with a toolchain and process developed by the AREA Research Committee in 2021 and updated in 2022.

By participating in this workshop, ISMAR attendees will be informed about research topics of highest priority, that are meaningful and impactful for enterprise AR adoption, and how to identify new research topics which are important to enterprise AR customers and solution providers in the future.