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<https://orcid.org/0000-0001-7880-1500> (2025) Diversity is Being Invited to the Party; Inclusion is Being Asked to Dance –Navigating Identity and Technology in Modern Business. In: YBS Research Seminar, 21JAN 2026, York St John University.

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# RaY

Research at the University of York St John

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## YBS Research Seminar Series

### Speaker: Dr. Dmytro Moisieiev



#### **Topic: Will brands with dynamic logos appear more exciting and authentic in the metaverse?**

This research explores how dynamic logos, as opposed to static logos, influence consumers' perception of brand authenticity in the metaverse. An experiment in a metaverse measured responses to dynamic and static logos; particularly, brand authenticity, personality, consistency, and flow state. Dynamic logos offer flexibility and adaptability beyond traditional visual identity constraints, which may better fit the

exciting nature of these virtual immersive spaces and expectations about them, potentially increasing the perception of brands' authenticity and excitement.

### Speaker: Dr. Winjoith Sanjeewa



#### **Topic: Diversity is Being Invited to the Party; Inclusion is Being Asked to Dance – Navigating Identity and Technology in Modern Business**

This presentation explores the intersection of diversity, inclusion, and digital transformation in today's interconnected business environment. Drawing on Social Identity Theory, it examines how group dynamics influence workplace culture and why creating a positive social identity often leads to prejudice and discrimination.

The session highlights the importance of diversity in identity, background, abilities, and perspectives, and why these elements matter for innovation and organisational success. It also addresses equality as a guiding principle, ensuring that opportunities and resources are accessible to all, regardless of privilege or position.

In addition, the talk considers the impact of technology on inclusion, focusing on remote work, AI, and blockchain. While digital transformation offers flexibility and global talent access, it also introduces challenges such as algorithmic bias, representation gaps, and the digital divide. These issues can reinforce inequalities if not addressed through inclusive strategies.

Finally, practical approaches for fostering inclusive innovation will be discussed, including authentic marketing, employee resource groups, ethical AI, and diverse hiring practices. The goal is to demonstrate how organisations can move beyond tokenism and create environments where every voice is heard and every dream has room to rise.



Chair:  
Prof. Lewis Cheung

Dear: 21 JAN 2026

Time: 13:00-2:30PM

Venue: CD/003