

ID 64 - WEB3-ENABLED NEURO-IMMERSIVE TRAINING FOR SOFT SKILL DEVELOPMENT IN SERVICE FIRMS
From Technology to Measurable Consciousness

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Abstract

In service firms, where value creation increasingly depends on human interaction and intangible assets, the development of soft skills and inclusive mindsets has become a strategic priority. Yet, traditional training programs rarely generate lasting behavioral change or make unconscious biases visible. This paper explores how Web3-enabled neuro-immersive technologies can transform learning processes within service organizations, turning technology-assisted experiences into ethically managed and measurable forms of knowledge creation.

Drawing on ten real-world cases developed between 2021 and 2025 across consulting, banking, healthcare, and education, the study adopts a qualitative, comparative approach to examine how immersive simulations affect individuals' awareness, emotional regulation, and decision-making.

Rather than emphasizing the technological novelty of virtual reality, the research shows that innovation arises from how technology is used in the most advanced cases: integrating immersive storytelling, neuroscience-based triggers, and AI-driven behavioral tracking—to elicit unconscious behavioral responses, translate them into measurable data, and feed them back into organizational learning systems. The resulting neuro-immersive model enables real-time profiling of decision patterns, transforming cognitive and emotional reactions into reusable knowledge assets.

Grounded in theories of knowledge management, cognitive science, and transformative learning, the findings reveal that such systems generate new organizational intelligence by connecting three layers of value creation: the individual (neuro-behavioral awareness, self-regulation, and ethical coherence), the analytical (AI-based profiling and adaptive feedback), and the organizational (collective knowledge formalization and ethical data management through Web3). These insights extend Nonaka's SECI model toward an embodied and data-ethical dimension, where tacit knowledge becomes observable through neurophysiological signals and codified through transparent data architectures.

From a managerial perspective, the study introduces an ethical data-driven learning framework. Ultimately, it reframes customer-centric learning into a human-centric paradigm, showing that innovation is not about serving more but about serving consciously—turning immersive technology into a catalyst for measurable, sustainable, and ethically grounded organizational growth.

KEYWORDS: Web3 neuro-immersive learning; Knowledge management; Behavioral analytics; Ethical AI; Human-centric service innovation