



DEPARTMENT OF
MARKETING MANAGEMENT



Our Future
Reimagined

INVITATION

From Clicks to Immersion: How the Metaverse is Transforming the Future of Marketing

The Department of Marketing Management invites you to a public lecture on the future of marketing in the metaverse. The public lecture will be presented by Prof. Rana and will examine how immersive virtual environments are reshaping consumer engagement, brand storytelling and strategic communication.



SPEAKER: Professor Nripendra P. Rana is a Distinguished Visiting Professor in the Department of Marketing Management at the University of Johannesburg and Professor of Digital Marketing at Queen's University Belfast. Ranked among the top 2% of most-cited researchers globally and awarded the NRF B1 rating in 2025, he has published over 300 papers. His research focuses on consumer behaviour, digital marketing, and the transformative role of AI in marketing.



**Prof Nripendra
P. Rana**



Date: 23 March 2026
Time: 12:30 – 13:30 (SAST)



This is a hybrid event
To attend, click [HERE](#)

DISCLAIMER: The event may be photographed and video recorded for media and marketing purposes. By participating you grant the University of Johannesburg permission to use and publish any recorded material. The University of Johannesburg encourages academic debate and discussion that are conducted in a manner that upholds respectful interaction, safety of all involved, and freedom of association as enshrined in the law, the Constitution, and within the boundaries of the University policies. The views expressed during events are expressed in a personal capacity and do not necessarily reflect the views of the University of Johannesburg. (Header image: Adobe Stock | UJ Graphic Design Studio)