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Autore	Brioschi, Edoardo Teodoro
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Autore	Al-Emran Mostafa
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Altri autori (Persone)	AliJaber H ValeriMarco AlnoorAlhamzah HussienZaid Alaa
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Nota di contenuto	Evaluation of the Metaverse: Perspectives of Travel Agency Employees -- Transitioning the Tourism Industry from the Real World to the Metaverse -- The Impact of Management Information Systems on International Human Resource Management: Moderat-ing Role of Metaverse Culture -- Impact of Metaverse at Workplace: Opportunity and Challenges -- Measuring the Possibility of Adopting Metaverse Technology as an Appropriate Strategy to Achieve a Sustainable Competitive Advantage -- Unveiling The Quality Perception of Productivity from The Senses of Real-Time Multisensory Social Interactions Strategies in Metaverse -- Factors Influencing School Teachers' Intention to Adopt Open Virtual Educational Resources

Platform in Saudi Arabia -- How are Brand Activity and Purchase Behavior Affected by Digital Marketing in the Metaverse Universe -- The Effect of Religion on Metaverse Marketing -- Understanding Metaverse Adoption Strategy from Perspective of Social Presence and Support Theories: The Moderating Role of Privacy Risks -- Employing Metaverse technologies to improve the quality of the educational process -- Influence of Authentic Leadership Practices on Innovative Work Behaviour in Higher Educational Institutions: A Virtual Reality Perspective -- The role of Virtual reality technology in disclosing future information: An applied study in the Investment Bank and the Bank of Baghdad -- The Effect of Marketing Mood Management in enhancing Organizational Sustainability: Evidence from Virtual Marketing Platforms.

Sommario/riassunto

This book explores current research trends in the context of the Metaverse's impact on the tourism and marketing industries while delving into some case studies on education and finance. These trends are examined through various case studies utilizing distinct analytical methods. The chapters are expected to support scholars and postgraduate students in furthering their research in this field and in recognizing prospective advancements in the applications of the Metaverse.
