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Titolo	Immersive Technology and Experiences : Implications for Business and Society // edited by Githa S. Heggde, Santosh Kumar Patra, Rasananda Panda
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Nota di contenuto	1. Harry Potter and the OmniGlobe: Learning Negotiation and Communication Styles in an Immersive Simulation Environmen -- 2.

Managing Professional Identities in the world of Immersive Technology: A study of healthcare professionals -- 3. I am confused: Coping with customer confusion in metaverse shopping -- 4. Generation Z Inclined Toward Immersive Shopping Experiences: AR Virtual Try-On in Online Retail in India -- 5. Limited Edition Products: A literature review and future research agenda -- 6. Algorithmic Bias: A Challenge for Ethical Artificial Intelligence (AI) -- 7. Dealing with AI-Is it a pleasure or pain? -- 8. Clustering the Indian Teens to Study their Psycho-Orientation to Measure Satisfaction and Attachment towards Online Food Application -- 9. Using Natural Language Processing (NLP) to draw insights from feedbacks/reviews.

Sommario/riassunto

This book provides a comprehensive overview of the role of immersive technology with multiple sectoral perspectives, such as entertainment, education, health care, and more. It covers a detailed analysis of the latest trends and developments in the field. It encompasses practical insights on using immersive technology effectively through industry expert chapters, case studies, and real-world examples that demonstrate how immersive technology is being used in different industries. Chapters in this book are from academicians and industry professionals to create a fine balance of knowledge and practice perspective of today's immersive technology. It is written in accessible language that is easy for non-experts to understand. It focuses on the future of immersive technology, exploring its potential impact on society and the economy. It provides insights into the challenges and opportunities that lie ahead and offers predictions on how immersive technology will continue to evolve in the years to come. It is a valuable resource for anyone learning more about immersive technology. Dr. Githa Heggde is the Dean of MICA, Ahmedabad. She is the past-chairperson, Confederation of Indian Industries- Indian Women Network (CII-IWN), Karnataka. She is a corporate consultant on Marketing and Sales enhancement. She was the chairperson of Southern chapter FICCI ladies organization. Dr. Santosh Kumar Patra is an associate professor of Media, Entertainment and Sports Business at MICA and heads Media & Entertainment Management area. He is the founder and present head of the MICA's Media Centre. He has been on the boards of the Times School of Media, Bennet University, IMS-Unison University, etc. Dr. Rasananda Panda is a professor of Economics in the Business Management Area at MICA. An economist at heart, Prof. Panda is a vivid reader and analyst of the post-independence political and economic history of India. .
