



Metaverse for Digital Commerce and Virtual Economy

OCTOBER 17-21 2022 | SINGAPORE

CALL FOR PAPERS

Important dates

06/06/2022- Submission deadline
08/08/2022- Notification of Acceptance
31/08/2022 - Camera-ready deadline
17/10/2022-Workshop date

Contacts

If you have any questions, please contact the organizer(s).

The metaverse refers to large and open 3D virtual spaces that allow massive users to socialize, learn, work, collaborate, create, play, and purchase in such virtual spaces. The latest technologies (e.g., AR technology, VR technology, MR technology, etc.) promote the realization of the metaverse. Recently, the metaverse brings unprecedented opportunities for digital commerce and the virtual economy. For example, Nike released NIKELAND on the gaming platform Roblox, an immersive and customizable 3D space where customers can participate in games using Nike apparel and accessories in this toolkit. Through this, the brand Nike can maintain positive interaction relationships with consumers, and cultivate customer loyalty. In the NFT-driven metaverse spaces, the virtual assets can also be traded, customized, and even monetized, suggesting the metaverse can create new forms of economy.

The workshop on Metaverse for Digital Commerce and Virtual Economy, hosted by the IEEE ISMAR 2022, presents a meaningful platform for domain researchers to share and discuss the potential impact of metaverse on digital commerce and virtual economy. It aims to promote metaverse research for different aspects of commerce.

The workshop invites researchers to submit technical papers, position papers, and other research papers. The workshop on Metaverse for Digital Commerce and Virtual Economy, hosted by the IEEE ISMAR 2022, presents a meaningful platform for domain researchers to share and discuss the potential impact of metaverse on digital commerce and virtual economy. It aims to promote metaverse research for different aspects of commerce. The submission could be 4-6 pages (including references) on any of the following topics but not limited to:

- VR/AR/MR technology in production, online retail, e-commerce, health, tourism, and entertainment
- VR/AR/MR Hardware and user adoption
- Artificial intelligence and machine learning for the VR-generated data processing
- User experience, behavior, and decision-making process in the VR/AR/MR contexts
- Social network analysis in VR/AR/MR contexts
- The gamification of VR/AR/MR applications and its impacts on consumer engagement and brand marketing
- Assessment of the VR/AR/MR effectiveness
- Human-Machine Interaction in VR/AR/MR contexts
- Recommender systems for VR products and application
- Blockchain technology for the metaverse

Organizers



Yang Qian

Hefei University of Technology
soberqian@hfut.edu.cn



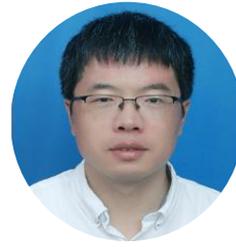
Yuyang Wang

Hong Kong University of Science and Technology
yuyangwang@ust.hk



Yezheng Liu

Hefei University of Technology
liuyezheng@hfut.edu.cn



Yuanchun Jiang

Hefei University of Technology
yjiang@hfut.edu.cn