

New Business Frontiers in the Metaverse

Part of the Advances in E-Business Research Book Series

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Description:

The metaverse has emerged as an influential force, beckoning entrepreneurs to navigate uncharted territories. Platform and gaming companies strategically position themselves to take advantage of the metaverse's potential, indicating that this shift transcends mere trendiness. The metaverse isn't confined to the realms of conceptuality or viral discussions anymore—it signifies a monumental revolution poised to reshape society and humanity at large. As entrepreneurs fervently adopt artificial intelligence, an unprecedented wave of creativity ensues, redefining the very fabric of business.

Yet, with this surge comes a cascade of myths and challenges that shape the metaverse's entrepreneurial landscape, spanning technological intricacies, cultural dynamics, and ethical considerations. The book, titled **New Business Frontiers in the Metaverse**, aims to demystify the metaverse's complexities.

Moving beyond the speculative buzz surrounding the metaverse, the book unfolds as a dynamic exploration of the relationship between entrepreneurship and this digital frontier. By addressing the myths and challenges head-on, it seeks to provide a comprehensive understanding of the dimensions that entrepreneurs will confront in the metaverse. Through an exploration of integrated technologies like NFTs, Web 4.0, augmented reality, virtual reality, and mixed reality, the book offers a unique perspective on how these innovations intertwine to shape the metaverse's entrepreneurial landscape.

Tailored for an audience of researchers, industry experts, academicians, policymakers, and students, this book transcends conventional discussions on the metaverse. It scrutinizes the implications for public policy and unveils opportunities for entrepreneurial ventures across various industries. From business and services to education, healthcare, travel, tourism, hospitality, entertainment, digital payments, and digital currency, the book examines the metaverse's impact on diverse sectors. As the metaverse continues to unfold, **New Business Frontiers in the Metaverse** invites scholars and visionaries to engage in a thought-provoking exploration, offering a detailed guide to navigate challenges and seizing the opportunities embedded in this revolutionary digital paradigm shift.



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Topics Covered:

- Blockchain Applications in the Metaverse
- Challenges Shaping the Future of Metaverse Entrepreneurship
- Cyber Fraud in the Metaverse
- Data and Identity Security in the Metaverse
- Digital Currency in the Metaverse
- Digital Twin Technology and its Role in the Metaverse
- Entrepreneurial Opportunities in the Metaverse
- Future Pathways for Entrepreneurial Ventures in the Metaverse
- Integrated Technologies of the Metaverse
- Metaverse and Industry 4.0 in Business and Educational Settings
- Web 5.0

Subject: Business and Management

Classification: Edited Reference

Readership Level: Advanced-Academic Level (Research Recommended)

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