

Consumer Behavioral Analytics in Metaverse and the Adoption of a Virtual World

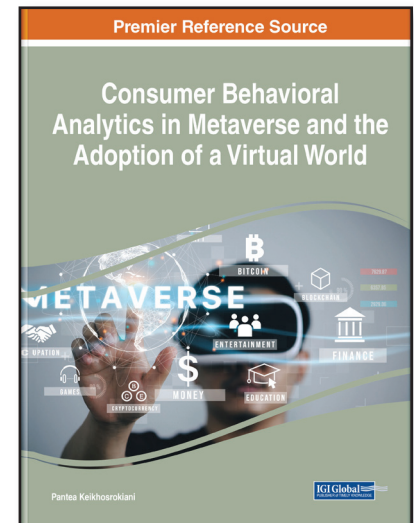
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Description:

Digital evolution has become increasingly present in our lives, whether on cellphones, computers, watches, or other appliances. As a result of the wide access we have to the digital world, the amount of data generated daily is vast. This density of information generated at every moment can be the insight needed for the success of an organization. Much is said about data-based decision-making to generate the best results. The new capabilities of data intelligence unleashed by the emergence of cloud computing and artificial intelligence make it one of the most promising areas of digital transformation change management.

Consumer Behavioral Analytics in Metaverse and the Adoption of a Virtual World provides relevant theoretical frameworks and the latest empirical research findings in the area. It is written for professionals who wish to improve their understanding of the strategic role of trust at different levels of the information and knowledge society. Covering topics such as data science, online business communication, and user-centered design, this premier reference source is an ideal resource for business managers and leaders, entrepreneurs, data scientists, data analysts, sociologists, students and educators of higher education, librarians, researchers, and academicians.



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