

Corporate Sustainability as a Tool for Improving Economic, Social, and Environmental Performance

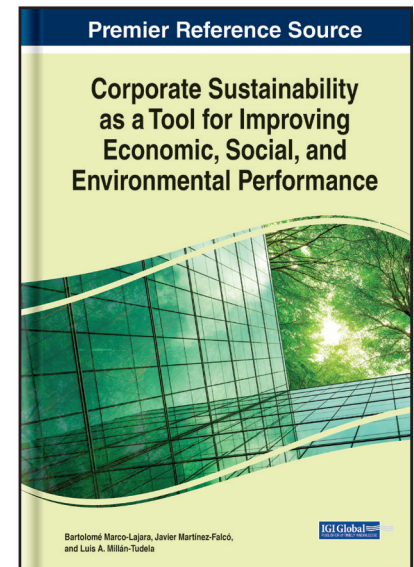
Part of the Advances in Human Resources Management and Organizational Development Book Series

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Description:

Although there are various studies on theories and analytical techniques to address consumer behavior change in the current world, tracking consumer behavior change in the metaverse and the adoption of the metaverse remains a challenge that requires discussion. The advent of the metaverse will have a profound influence on consumer behavior, from how people make decisions and create brand connections to how they feel about their avatar embodiment and their purchases in the metaverse.

Corporate Sustainability as a Tool for Improving Economic, Social, and Environmental Performance investigates the social, behavioral, and psychological factors that influence metaverse adoption. The focus then shifts to concepts, theories, and analytical approaches for detecting changes in consumer behavior in the metaverse. Covering topics such as e-commerce markets, user experience, and immersive technologies, this premier reference source is an excellent resource for business executives, entrepreneurs, data analysts, marketers, advertisers, government officials, social media professionals, librarians, students and educators of higher education, researchers, and academicians.



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Behavioral Analytics	Immersive Technologies
Consumer Behavior	Metaverse
E-Commerce Markets	Metaverse Librarians
Extended Reality for Healthcare	User Experience
Extended Reality-Augmented Technologies	Virtual Ecosystem

Subject: Computer Science and Information Technology

Classification: Edited Reference

Readership Level: Advanced-Academic Level (Research Recommended)

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