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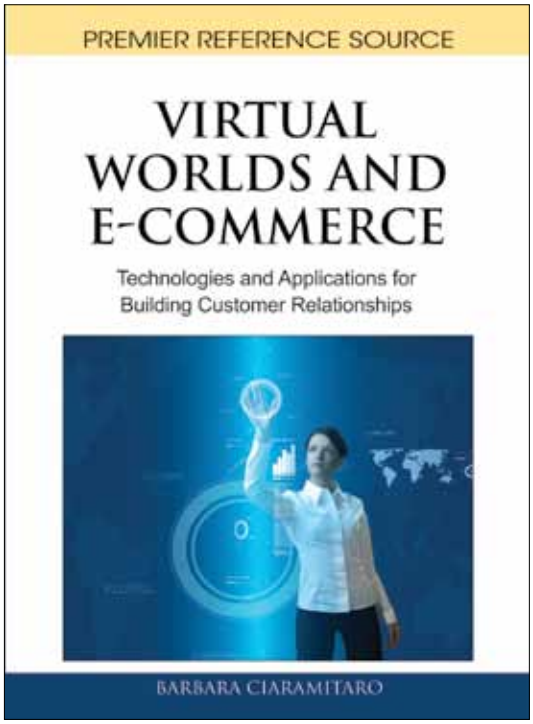
Virtual Worlds and E-Commerce: Technologies and Applications for Building Customer Relationships



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With the rise of the collaborative Web 2.0 technologies, the face of e-commerce has evolved from a static presentation of products and services to an interactive participatory relationship with customers.

Virtual Worlds and E-Commerce: Technologies and Applications for Building Customer Relationships presents various opinions, judgments, and ideas on how the use of digitally created worlds is changing the face of e-commerce and extending the use of internet technologies to create a more immersive experience for customers. Containing current research on various aspects of the use of virtual worlds, this book includes a discussion of the elements of virtual worlds; the evolution of e-commerce to virtual commerce (v-commerce); the convergence of online games and virtual worlds; current examples of virtual worlds in use by various businesses, the military, and educational institutions; the economics of virtual worlds: discussions on legal, security and technological issues facing virtual worlds; a review of some human factor issues in virtual worlds; and the future of virtual worlds and e-commerce.

Topics Covered:

- V-Commerce
- Online Gaming and E-Commerce
- Business in Virtual Environments
- Virtual Worlds in the Military
- Virtual Education
- Virtual Market Economies
- Spatial Knowledge Acquisition
- Security and Privacy Concerns of Virtual Worlds
- Standards for E-Commerce in Virtual Worlds
- 3D3C Real Virtual Worlds

Market: This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners and is ideal for classroom use.

Barbara L. Ciaramitaro, Ph.D., is a professor at Ferris State University in the United States. Before joining the academic world, Dr. Ciaramitaro worked for over 20 years in various industries in managing all aspects of Information Technology. She is considered a respected author, teacher, and speaker on Web 2.0 technologies and information security. Dr. Ciaramitaro is an avid virtual world enthusiast constantly exploring the many avenues in which virtual worlds are becoming integrated with our daily lives. Dr. Ciaramitaro holds a Ph.D. from Nova Southeastern University with a graduate certificate in Information Security, a M.S. from Central Michigan University and a B.A. in Psychology from Wayne State University.

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