



Mini-track ID: AMCIS-PR-076-2008
Mini-track title: Virtual Worlds and Immersive Business
Track: SIGEBIZ

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Description

Time magazine's Person of the Year for 2006 was You: that the key story of 2006 is about "the cosmic compendium of knowledge Wikipedia and the million-channel people's network YouTube and the online metropolis MySpace." This should serve as a reminder that only roughly ten years removed from when everyday people started using the WWW, its next version (Web 2.0) gained this much esteem. It is a call to ask and investigate what's next, to envision a Web/Internet 3.0. Many believe that a significant piece of this vision will be the 3D Internet—a Web of three-dimensional, computer simulated virtual worlds, visited by real people who interact with others, and are served by businesses that are hosted in these worlds.

There are numerous virtual worlds on the Internet. Though most fall under the category of Massively Multiplayer Online (MMO) games, there are a growing number of virtual worlds such as Second Life, There, and Active Worlds whose raison d'être in part is commerce. These are world in which the character, or avatar (an incarnation of the user), explores, mingles, chats, shops, works, attends concerts, or, in general, engages in a myriad of different pursuits. Said a representative from American Apparel, a retailer who has created a presence in Second Life: "There's a gap between the current online shopping experience and the next generation. A virtual world can at least bring you closer to the store experience without actually bringing you there. I'm not convinced Second Life is that answer, but it is a step along the path." So as in the early days of e-commerce, norms are being extemporaneously developed, which means that currently there is very little in the way of research frameworks to help realize commerce in Web/Internet 3.0. The purpose of this mini-track then is to encourage discussion and communication of research, which can lead to theories, models, methods, and tools useful for virtual worlds and immersive business.

Suggested Topics

Research related to but not restricted to the following topics will be addressed in this mini-track.

- How research in related fields like virtual reality and gaming can be applied to immersive business
- Identifying, modifying, and applying e-commerce/e-business research to immersive business
- Business models for immersive business
- How leading IS theories like TAM and MRT can be applied to immersive business
- Massively Multiplayer Online (MMO) games
- Relationship between other Web/Internet 3.0 technologies (e.g. the semantic Web) and virtual worlds
- Virtual Goods

- Convergence of Real and Virtual Worlds
- Technology, Business, and Strategy in Virtual Worlds
- Emerging Media Presence in Virtual Worlds