

Annotated bibliography assignment

1. Dawson, A. (2022). *Data-driven Consumer Engagement, Virtual Immersive Shopping Experiences, and Blockchain-based Digital Assets in the Retail Metaverse*. *Journal of Retailing and Consumer Services*, 75, 102845. <https://doi.org/10.1016/j.jretconser.2022.102845>

In his article "Data-driven Consumer Engagement, Virtual Immersive Shopping Experiences, and Blockchain-based Digital Assets in the Retail Metaverse," Andrew Dawson explores the growing trend of virtual immersive shopping experiences and how they can be enhanced by blockchain-based digital assets. The article discusses the use of data-driven consumer engagement strategies to create personalized shopping experiences that can drive customer loyalty and increase sales. Dawson argues that blockchain-based digital assets, such as non-fungible tokens (NFTs), can add value to these experiences by providing customers with unique and valuable digital goods that can be traded or sold. The article concludes by highlighting the potential of the retail metaverse as a new frontier for retailers to engage with customers and create immersive shopping experiences.

2. Kim, S. W., & Ko, E. (2022). *Retail spatial evolution: paving the way from traditional to metaverse retailing*. *Journal of Retailing and Consumer Services*, 67, 102876. <https://doi.org/10.1016/j.jretconser.2022.102876>

The article argues that the metaverse offers new opportunities for retailers to engage with customers and create unique shopping experiences that cannot be replicated in physical stores. The authors discuss the use of augmented reality, virtual reality, and other immersive technologies to create engaging and personalized shopping experiences in the metaverse. The article also highlights the importance of understanding customer behavior and preferences in the metaverse, and the need for retailers to adapt their strategies to the virtual environment. Overall, the article provides insights into the potential of the metaverse as a new frontier for retail innovation and the challenges and opportunities that come with this new spatial evolution.

3. Popescu, G. H., Valaskova, K., & Horak, J. (2021). *Augmented Reality Shopping Experiences, Retail Business Analytics, and Machine Vision Algorithms in the Virtual Economy of the Metaverse*. *Frontiers in Robotics and AI*, 8, 706442. <https://doi.org/10.3389/frobt.2021.706442>

The article explores the potential of augmented reality (AR) shopping experiences, retail business analytics, and machine vision algorithms in the virtual economy of the metaverse. The authors argue that these technologies can provide retailers with valuable insights into customer behavior, preferences, and needs, and can help them create more engaging and personalized shopping experiences. The article also discusses the use of machine vision algorithms to improve product recommendations and enable more efficient inventory management. The authors conclude by highlighting the potential of the metaverse as a new frontier for retail innovation, and the importance of embracing emerging technologies to stay competitive in the virtual economy.