

# Metaverse - the essence, research streams and potential applications in marketing

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## **Abstract**

The objective of this article is to identify the main research streams and research gaps relating to the metaverse in the management sciences, particularly in the field of marketing. The researchers employed a systematic analysis of the literature to achieve their objective. They reviewed and examined various sources to identify the essence of the metaverse and ascertain the areas and directions of research pertaining to this concept. This study contributes to the existing literature by presenting a systematic analysis of the metaverse concept within the context of management sciences, focusing on marketing. By identifying gaps and highlighting key areas of investigation, the research lays the groundwork for future studies in this rapidly evolving domain.

**Subject Areas:** *Digital & Mobile Marketing; Electronic Commerce and Internet Marketing; Technology, innovations, robotics*