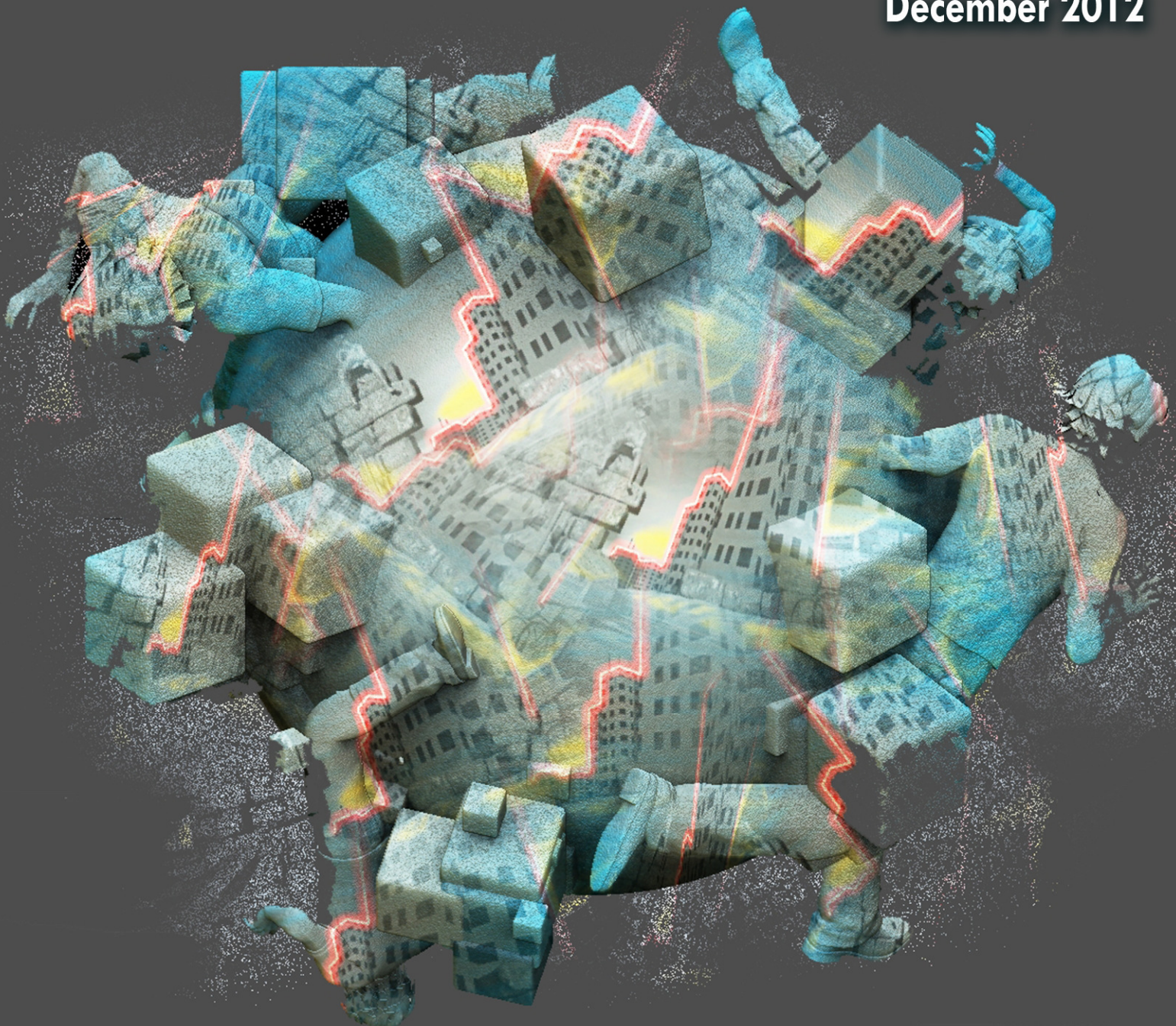


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# Volume 5, Number 3

## Managerial and Commercial Applications

### December 2012

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## Managing Editor's Corner

# From Orlando to Milan: Virtual Worlds Business Disillusionment

Yesha Sivan

Metaverse Labs and the Academic College of Tel Aviv-Yaffo, Israel

The last issue of 2012 includes three papers on the topic of “Managerial and Commercial Applications”, two “Assembled” papers and one “Think Piece”.

Under the topic of “Managerial and Commercial Applications” edited by Shu Schiller, Brian Mennecke And Fiona Fui-Hoon Nah, to whom we thank for leading this issue:

1. **“Time for a Post-Mortem? Business Professionals’ Perspectives on the Disillusionment of Virtual Worlds”** by P.J. Bateman, J.C. Pike, N. Berente, and S. Hansen - tells us what many in the field already know: It is hard to find an immediate tangible business value in current virtual worlds. In this paper we hear from 59 business professionals about their experiences in virtual worlds.
2. **“Training Evaluation in Virtual Worlds: Development of a Model”** by R.N. Landers and R.C. Callan - deals with one of the most promising fronts of virtual worlds in business – the use of virtual worlds for training.
3. **“Avatar Identification on a 3D Commercial Website: Gender Issues”** by I. Poncin and M. Garnier - gives us insights as to the avatar nature in virtual worlds. Insights about the self-creation of avatars (of consumers) as well as the creation of avatars for producers.

We also have two assembled papers both present a unique perspective to virtual worlds:

1. **“Does Loving an Avatar Threaten Real Life Marriage?”** by R.A. Kolotkin, M.M. Williams, C. Lloyd, and E.W. Hallford - deals with relations, both virtual and real. The paper opens a gate to virtual love and its impact on love in the real world. As a teaser let’s look at

one of their conclusions: “No RL relationship was found to be significantly more satisfying than any SL relationship in any statistical analysis conducted.”

2. **“The Cowl Makes the Monk: How Avatar Appearance and Role Labels Affect Cognition in Virtual Worlds”** - reflects on the impact of the look and feel of an avatar on its behavior. This paper highlights future impact of the virtual on the real. Impact that we can perhaps harness to better our lives.

The issue concludes with one “think Pieces” suggesting of a pilot research:

1. **“A Cross-Case Analysis of Possible Facial Emotion Extraction Methods that Could Be Used in Second Life - Pre Experimental Work”** by S. Kamberi - presents three methods to extract emotions from the virtual worlds in terms of feasibility, implementation and integration. This is the kind of early work that begs for further research.

We are gearing up for another year at JVWR. After a successful JVWR workshop we had about Augmented Reality, as part of the International Conference on Information systems (ICIS 2012) in Orlando, Florida – we are already planning our next major JVWR event – this time in Milan, Italy. So mark your calendars around December 16-18, 2013 (<http://icis2013.aisnet.org/>).



At the close of another year, we gratefully pause to wish you a warm and happy holiday season. It is in this spirit we would like to say thank you and best wishes for the coming new year! May peace, prosperity, and happiness be yours throughout RL and VWs alike.