Call for Papers
Virtual Reality
ISSN: 1359-4338 (Print) 1434-9957 (Online)

SPECIAL ISSUE ON
VIRTUAL REALITY, AUGMENTED REALITY AND COMMERCE
http://link.springer.com/journal/10055

Overview
VIRTUAL REALITY seeks original manuscripts for a Special Issue on “VIRTUAL REALITY, AUGMENTED REALITY AND COMMERCE”, scheduled to appear in mid-2018.

Virtual and Augmented Reality (VR/AR) promotes a new paradigm for Human Computer Interaction and the design of Pervasive Systems. In a way, VR/AR defines a new form of sociotechnical system, offering high impact in the design, implementation and provision of services and experiences.

The objective of the special issue is to communicate and disseminate recent computer engineering and VR/AR research and application development that demonstrate the capacity of VR/AR to change radically the commerce and shopping experience in the near future.

The retail industry will face tremendous changes due to radical VR/AR systems. From solutions related to short VR experiences to fully-functional mobile virtual shopping networks and HoloLens applications, a new era of customer experience that will offer the potential to boost commerce revenues has begun. In this context of VR/AR-enabled commerce, there are requirements for content development, new standards and innovative strategies and models for personalization, unique value proposition and innovations in business cases.

Current applications of VR/AR in commerce and retail worldwide present a very interesting picture. Most of the dominant hardware providers provide advanced headsets and other kinesthetic wearables for VR/AR, and software houses provide sophisticated applications in a variety of interactions related to retail and visual commerce. Marketing functions in most of the famous brands consider VR/AR as an effective marketing channel, initially converging with but then perhaps moving beyond social networks and mobile and ubiquitous technologies, offering added value to the customer experience.

Several small/medium scale systems already provide a range of services to different stakeholder retail/commerce stakeholders, including merchants, customers, intermediaries and professionals. A key challenge for VR/AR to become more mainstream in this area is for traditional commerce and e-commerce to be critically-enriched by technology-enabled components offering VR/AR experiences. The potential impact of VR/AR on retail/commerce is reflected in surveys that indicate that VR/AR can change radically retail/commerce business models, suggesting the capacity of the VR/AR technology to redefine how commerce is conducted.

The purpose of the special issue is present state-of-the art approaches to, and examples of, of VR/AR systems and components for retail/commerce. Manuscripts are sought that address these areas. Novel approaches and sound technological solutions will be expected.
Topics
Topics of interest include, but are not limited to, the following:

- VR/AR applications in commerce and retail
- Systems and prototypes for Visual Commerce
- Design development for VR/AR applications
- VR/AR for branding
- VR/AR for enhanced customer experience
- Sophisticated commerce/retail analytics in VR/AR
- VR/AR commerce and marketing solutions
- VR/AR integration with social networks
- HoloLens applications and systems for commerce/retail
- Advanced content for VR/AR in commerce/retail
- Personalization in VR/AR for commerce/retail
- Tracking and sensing in VR/AR commerce/retail
- Modeling and simulation of commerce scenarios and strategies for VR/AR exploitation
- Multi-user and distributed VR/AR commerce/retail systems
- 3D interaction for VR/AR commerce/retail systems
- Locomotion and navigation in virtual reality commerce/retail environments
- User studies and evaluation of VR/AR commerce systems
- Content creation and annotation in VR/AR for commerce
- Design guidelines for VR/AR commerce systems
- Integration of Semantic Web approaches

Important Dates
- Manuscript submission deadline: December, 10, 2017
- Notification of Decision: January, 28, 2017
- Submission of final revised paper: March, 16, 2017
- Publication of special issue (tentative): Mid 2018

Submission Procedure
Authors should follow the VIRTUAL REALITY manuscript format described at:

Manuscripts should be submitted on-line through https://www.editorialmanager.com/vire/default.aspx

Guest Editors

Wadee Al Halabi
Associate Professor
Director, Virtual Reality Center
Effat University, Jeddah Saudi Arabia
King Abdulaziz University, Jeddah, Saudi Arabia
http://www.effatuniversity.edu.sa/Research/Virtual-Reality-Research-Center/Pages/Explore.aspx
walhalabi@effatuniversity.edu.sa

Miltiadis D. Lytras, Ph.D.
Research Professor
The American College of Greece, Athens, Greece
mlytras@acg.edu
Virtual Reality
Founding Editor: Earnshaw, R.; Vince, J. -
Editors-in-Chief: Macredie, R.D.; Ballin, D.
ISSN: 1359-4338 (print version)
ISSN: 1434-9957 (electronic version)
Journal no. 10055