



Análisis de documentos académicos sobre metaverso en el campo empresarial [

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text (article)

Analítica

Technological progress has caused companies to automate processes as customers seek a product and/or service that is exclusive to their needs. Therefore, the study carries out a historical-logical analysis of academic documents on the metaverse in the business field. In this sense, it describes from the evolution to the digital transformation of the metaverse that optimises resources, provides unique buying and selling experiences, promotes brands, among others. In this way, documents in English and Spanish were reviewed and indexed in the databases Google Scholar, Scopus, Springer, and others. In conclusion, the research reflects the relevance of the metaverse as a virtual, immersive, convergent and three-dimensional world for the company-user, brands and sectors that seek added value to satisfy the market

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