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Integrating AI and metaverse in value creation of customer experience: a systematic review and future research agenda

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Abstract

Purpose – The study aims to contribute to the body of knowledge by characterizing the integration of artificial intelligence (AI) and the metaverse from the perspective of the theory, characteristics, context and methodology (TCCM) and ESG frameworks, focusing on their role in value creation for customer experience.

Design/methodology/approach – This study used a systematic literature review method based on the PRISMA 2020 protocol, and 42 articles were selected as the final sample size related to the AI and metaverse literature. Furthermore, the TCCM and environmental, social and governance (ESG) frameworks were used to present the theoretical perspectives.

Findings – This study found that little investigation has been performed in the context of how AI and the metaverse contribute to the value creation of customer experience. The ESG perspectives have been discovered, which further confirms the need for using innovative immersive technology for social and environmental sustainability. Prior studies were centred on either AI or the metaverse and were primarily related to general themes rather than e-commerce customer experience. China (eight studies) was the leading country that performed research related to this domain, followed by other countries such as Singapore (four studies), India (three studies), South Korea (three studies) and the United Kingdom (three studies).

Research limitations/implications – The present study extends theoretical knowledge in the extant literature on AI and the metaverse. This can further support scholars and researchers in their academic and research initiatives in the context of their respective studies. This study is based on a systematic literature review approach and used solely the Web of Science electronic database. Future research must study and design concepts considering scenarios of what would happen if AI and the metaverse were implemented in diverse industries and contextual settings.

Originality/value – The present study contributes to the existing body of knowledge by shedding light on integrating AI and the metaverse, considering the perspectives of the TCCM and ESG frameworks to investigate the value creation of customer experience by enriching the knowledge economy.

Keywords Artificial intelligence, Customer experience, ESG framework, Knowledge economy, Metaverse, Systematic literature review, TCCM framework

Paper type Literature review

1. Introduction

In the early 1960s, the term “Knowledge economy” was conceptualized (Godin, 2006). Knowledge economy, as a term, has been defined by the UK’s Economic and Social Research Council (ESRC) as the evolving economic structure in the global information

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