

Progress in IS



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Augmented Reality and Virtual Reality

New Trends in Immersive Technology

 Springer

APRESENTAÇÃO DA OBRA

Este livro apresenta a investigação mais recente na área das tecnologias imersivas, com literatura, metodologias, implicações e sugestões para futuras investigações.

A obra comunica informação valiosa, ideias e soluções para os setores da saúde, arte, turismo, marketing, retalho, arquitetura, ambientes industriais, educação e reúne contributos académicos e profissionais de diversos países, como: Portugal, Espanha, Bélgica, Taiwan, Reino Unido, Holanda, Alemanha, Srvia, Canada, Áustria, Coreia do Sul, Itália, Hong Kong.

This book presents the latest research in the field of immersive technologies, with literature, methodologies, implications, and suggestions for future research.

The book communicates valuable information, ideas and solutions for the healthcare, art, tourism, marketing, retail, architecture, industrial environments, and education sectors with contributions from academics and professionals from different countries such as: Portugal, Spain, Belgium, Taiwan, United Kingdom, Netherlands, Germany, Serbia, Canada, Austria, South Korea, Italy, Hong Kong.

SOBRE A COCOORDENADORA



Sandra Loureiro está no ranking dos 2% dos melhores cientistas do mundo em *Marketing e Desporto, Lazer & Turismo* pela *Stanford University*, em conjunto com *house Elsevier* e *SciTech Strategies*. Os seus interesses de investigação incluem marketing, turismo e as implicações com VR, AR e AI e tem artigos publicados numa variedade de revistas científicas que incluem *Journal of Marketing (ABS4*)*, *Journal of Retailing (ABS 4)*, *Journal of Business Research (ABS3)*, *Journal of Sustainable Tourism (ABS3)*, *Tourism Management (ABS4)*, or *International Journal of Hospitality Management (ABS3)*.

Sandra Loureiro is in the ranking of the 2% of the best scientists in the world in Marketing and Sports, Leisure & Tourism by Stanford University, together with house Elsevier and SciTech Strategies. Her research interests include marketing, tourism and the implications with VR, AR, and AI. and she has articles published in a variety of scientific journals, including Journal of Marketing (ABS4), Journal of Retailing (ABS 4), Journal of Business Research (ABS3), Journal of Sustainable Tourism (ABS3), Tourism Management (ABS4), or International Journal of Hospitality Management (ABS3).*

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