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Shaping the Future of Metaverse Research: Innovation, Collaboration, and Journal of Metaverse's Academic Impact

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Abstract-Journal of Metaverse has emerged as a global interdisciplinary platform in 2021 for research on the Metaverse, Virtual Reality, Augmented Reality, Artificial Intelligence, and Blockchain. In a short period, it has attracted contributions from internationally renowned scholars, further solidifying its academic influence. This article aims to critically examine the journal's trajectory, its publication output over a defined period, and its editorial commitments. We outline the journal's founding and developmental process, editorial policies, academic impact, and remarkable growth. Additionally, we reaffirm our dedication to advancing innovative research within the journal's scope while outlining future expectations and strategic directions. Furthermore, we highlight the success story behind the journal's high-impact publications and its recognition by prestigious indexing services such as Scopus, Web of Science, and DOAJ. The ongoing mission of the Journal of Metaverse is to shape the discourse on the technical and societal implications of the Metaverse and related technologies, enhance research visibility, and guide future innovations in this transformative field. Through this editorial, we seek to contribute to the broader scholarly conversation and share insights with publishers, authors, researchers, editors, and relevant stakeholders, fostering further collaboration and advancement in the field.

Keywords—Metaverse, Journal of Metaverse, Innovation, Virtual World, Policies and Standards, AI, AR, VR, Blockchain

I. INTRODUCTION

Journal of Metaverse (JMv) stands out as a leading (SJR Q1) scientific and academic journal in the field of Metaverse and its supporting technologies. The journal publishes highquality and influential interdisciplinary studies through peer review. In this article, we aim to evaluate the journal's

Belgrade, Serbia nbacanin@singidunum.ac.rs 0000-0002-2062-924X publications, its position in the international arena, its contribution to academic publishing and policy, as well as its role in the development of the Metaverse and related technologies. Since its establishment in 2021, JMv has

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consolidated its place in the international arena by publishing crucial academic research in its field with its editorial processes that are meticulously carried out following ethical principles. Since the beginning of Metaverse gaining popularity, a significant number of studies have been published quickly and attracted considerable interest from both authors and readers. It has become an essential tool for international authors to share their publications on the Metaverse and related technologies with their readers. JMv expands its worldwide presence and makes newly discovered research more accessible to both broad audiences and cutting-edge scientific breakthroughs. The journal adopts an innovative and collaborative approach to advance as the prime leader in Metaverse research, thereby shaping future developments in the field.

This editorial demonstrates the achievements of JMv, together with its sustained commitment to advancing Metaverse research boundaries. The journal maintains its dedication to continue transparent publishing combined with open access while adhering to strict quality standards, which will guide its academic role in studying virtual environments and immersive technologies. Scholars, researchers, and practitioners from all nations join the journal to contribute to the dynamic growth of exciting Metaverse research.



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JMv aims to solidify the Metaverse's future position by incorporating advancements in artificial intelligence and the development and proliferation of other supporting technologies, providing an academic platform to facilitate this preparation. This article will first examine the challenges, threats, tests, and successes experienced throughout this process. Then, we will also reflect on future strategies and expectations.

II. METAVERSE-RELATED RESEARCH TOPICS

Metaverse refers to a digital universe that combines the physical and virtual worlds, where participants can carry out various activities in this virtual world and experience the environment and life. This concept, which previously emerged as a science fiction idea, has become a candidate for becoming a part of daily life with the development of technology. The term "Metaverse" describes an immersive form of augmented reality that allows users to interact directly with virtual environments as participants [1, 2]. While using avatar representations users in the Metaverse have persistent access to their identity data, background information, rights, digital assets, communication records, and transaction history [3, 4]. According to Meta, the Metaverse describes a network of digital environments where users can connect to learn, play, and perform various activities through advanced technological tools and devices [5]. Research on the Metaverse spans multiple academic fields as the concept continues to evolve, and its implications span many areas.

In the 1990s and 2000s, most studies on the Metaverse were conducted primarily by computer scientists and engineers who

focused on technological advances for its development [3, 6, 7]. However, beginning in the 2010s, scholars from a broader range of disciplines (business management, marketing, social sciences, arts and humanities, etc.) started to publish in this field [8-13]. This interdisciplinary expansion is partly attributed to broader societal and epistemological shifts. For instance, the Oxford Dictionary's selection of "post-truth" as the word of the year in 2016 had signaled the emergence of an era marked by growing skepticism toward objective facts and increasing reliance on emotions and personal beliefs. With its profound cultural and technological transformations, the posttruth era has made it increasingly necessary for scholars across all fields to engage with emerging digital realities like the Metaverse. In this context, business and management researchers have recognized the Metaverse as an emerging market opportunity [14] and a promising environment for transforming retail and educating future entrepreneurs [15]. Metaverse research has grown significantly in computer science and engineering since 2020 [16-22]. In addition, it has attracted the attention of researchers mainly in health and medicine [23-26], psychology, law [27], sociology [28, 29], education [30-36], sports [37], music and arts [38], economics [39], finance [40, 41], business [42-44], management [11, 45], tourism [46] and marketing [15, 47]. The Metaverse now serves as a research area that combines technological systems with human interaction and business practices, as well as social structures, governments, and non-governmental organizations. Beyond its technological aspects, the Metaverse has social, health, financial, environmental, ethical, and political implications and is felt in these areas.







Metaverse has introduced a significant transformative concept by integrating blockchain, virtual reality (VR), artificial intelligence (AI), and other emerging technologies [48-50]. Recent developments in these technologies have allowed the emergence of immersive digital environments reshaping many areas, such as social life, cultural interaction, commerce, education, and entertainment. In the scientific sense, many researchers have started to conduct interdisciplinary studies to explore and evaluate these areas. There are many challenges to work on; selected ones are given in Figure I.

The Metaverse ecosystem is not made up of a single technology but a combination of many elements. At the forefront of these elements and technologies are many different components, such as the foundational technologies that form infrastructure, independence, emerging the device technologies including artificial intelligence, NLP, digital twins, decentralization (blockchain, NFTs, digital assets), digital humans, new social environments and more. These components create virtual life activities and experiences, including identity creation, social interaction, digital economy, and business processes in the Metaverse universe. It is important to recall that we are currently studying the fundamentals of the Metaverse, and it is crucial to understand the fundamental technologies we should work on to build up this virtual universe.

A. Infrastructure

Infrastructure in the Metaverse refers to the foundational technologies and systems that enable immersive, persistent, and interconnected virtual environments to function. This includes high-speed internet, cloud computing, 5G networks, edge computing [51], GPUs, and data centers [52] that support real-time rendering, data processing, and seamless connectivity. It also encompasses the software frameworks, protocols, and platforms that manage identity, interoperability, asset ownership, and security within the Metaverse.

A robust and scalable infrastructure is essential to delivering the high-performance, low-latency experiences users expect in the Metaverse, such as lifelike graphics, real-time collaboration, and uninterrupted interactions [53]. As the Metaverse expands, infrastructure must support billions of users and devices distributed across physical and virtual worlds. This requires significant advancements in networking, computing power, and energy-efficient technologies, making infrastructure a critical enabler of the Metaverse's growth and accessibility [54].

Device independence in the Metaverse is another interesting topic to explore in the infrastructure. It will enable users to seamlessly access and interact with immersive virtual environments across various hardware devices, such as VR headsets, AR glasses, smartphones, tablets, and traditional computers [55]. Ensuring inclusive and continuous user experiences is essential regardless of the device's technical specifications or form factor. By enabling consistent functionality and synchronized content across platforms, device independence promotes broader accessibility, enhances user adoption, and supports the scalability of Metaverse applications [56]. It also encourages interoperability among developers and platforms, fostering a more unified and open Metaverse ecosystem.

B. Artificial Intelligence

AI serves as a key enabler in the Metaverse in several key ways. It powers intelligent interactions by processing natural language, understanding user behavior, and creating personalized, responsive experiences. Additionally, AI technologies such as generative models can help expand the Metaverse and keep it dynamic and evolving by creating immersive environments, objects, and experiences.

AI can be used to simulate the physical world, creating avatars that exhibit human-like behavior or realistic autonomous behavior. It can enable users to transfer real-world movements to the virtual world and interact comfortably with other objects in the Metaverse. It can provide practical solutions for many tasks, such as speech recognition, simultaneous translation, sensory analysis, facial expressions and emotions, body movements, and predicting the next move with high accuracy on Metaverse platforms. It also plays a key role in intra-layer and inter-layer transitions in the design of the Metaverse.

AI-based solutions that will be integrated into Metaverse ecosystems have the potential to improve the user experience in the virtual world and provide a connection between the virtual and real worlds. Most current Metaverse projects are at the level of multiplayer games [57]. In Metaverses, users experience customized experiences such as performing gamebased tasks, buying and selling products, socializing, and having fun. AI technologies will play an effective role in modelling and animating the interaction of users represented by avatars with living or inanimate objects in these environments in a very realistic way. Intelligent robots or any robotic system designed for real-world use will be remotely controlled with the help of virtual reality and augmented reality technologies and will help establish a connection between the real world and the virtual world.

Real-time and language-independent communications between avatars and natural language processing methods can be established. Interaction between people with different languages and cultures becomes possible thanks to multiple translations and language models. NLP also has the potential to strengthen interactions between the human-avatar-robot trio in the future. Real-time translations and understanding of different languages and dialects are critical to the sustainability of Metaverse ecosystems.

Metaverse platforms create their ecosystems in the virtual world, like real-world e-commerce activities, and can produce their cryptocurrencies, virtual spaces, shopping malls, products, and costumes for their users [58]. A complete Metaverse ecosystem with all its components has not yet been realized, but advances in AI technologies and processing power support the development of Metaverse platforms. Integrating data obtained from body-worn sensors and IoT devices into the Metaverse with AI will give users more realistic personalized experiences [59]. The costs of devices to be used in Metaverse environments are currently relatively high and are not yet suitable for long-term use. Many AI-





supported services or activities in the Metaverse are currently carried out with technologies based on models with low explainability and interpretability. This makes it difficult for developers, designers, and users to understand decisionmaking processes in Metaverse platforms. Explainable AI models can also increase model auditability and operational efficiency as they provide end-to-end monitoring and understanding of processes. As a result, a radical transformation is expected in all sectors with the support of AI technologies.

Although creating Metaverse environments demands significant investment, it is undeniably a key force shaping today's technological trajectory and must be addressed from multiple angles. Alongside technical progress, we should pay more attention to regulatory efforts concerning data privacy, psychological and social impacts, and legal considerations. These regulations will help mitigate personal and societal risks associated with content and interactions on Metaverse platforms. Nevertheless, as these technologies increasingly blur the line between digital and physical realities, new ethical, moral, and philosophical questions are emerging for which we do not yet have clear answers. Issues related to autonomy, manipulation, identity, and truth are gaining urgency in these immersive and AI-driven environments. As such, while embracing the conveniences of the Metaverse, it is equally essential to maintain a critical awareness of its potential implications for human values and societal norms and conduct research on these topics.

C. Natural Language Processing & Large Language Models

The Metaverse allows users to interact using Natural Language Processing (NLP). The Metaverse becomes more usable through three fundamental components: chatbots, virtual assistants, and translation systems. These improve the interaction. NLP can enable linguistic communication between speakers of diverse languages [60].

Large Language Models (LLMs) hold promise for powering intelligent agents and dynamic content in the Metaverse [61-63]. However, there are key challenges. These include real-time adaptation to multi-modal environments, maintaining coherent identity across persistent virtual worlds, and ensuring safe, bias-free interactions. Future research could explore fine-tuning for immersive AI avatars, privacypreserving architectures leveraging federated learning, and decentralized knowledge synchronization between LLMs and blockchain-based identity systems.

D. Sector Spotlights

In recent years, rapid developments in digital technologies have completely changed the way of working in many sectors. Concepts such as digital twins and the Metaverse, in particular, are now on the agenda of professionals in various fields, not just technology experts. When these two fields come together, the boundaries between the physical and virtual worlds become even more blurred. Digital twins are highly detailed virtual representations of real-world objects, systems, or environments, and they play a critical role in the Metaverse by bridging the physical and digital worlds [64, 65]. These digital counterparts are continuously updated with real-time data from sensors, IoT devices, or simulation models, allowing them to mirror their physical counterparts with high fidelity [66]. In the context of the Metaverse, digital twins can represent anything from individual machines and buildings to entire cities or ecosystems, enabling immersive interaction, monitoring, and control within a virtual environment [67].

In the Metaverse, digital twins enable users (individuals, businesses, governments, etc.) to visualize, simulate, and optimize complex systems in a collaborative, virtual space. For example, city planners can test urban development strategies [68], engineers can simulate product performance, and healthcare professionals can model human anatomy for training or diagnostics. These will happen within a shared, interactive digital environment [69]. This capability enhances decision-making and innovation and supports sustainability and efficiency by reducing the need for physical prototypes and enabling predictive maintenance or scenario testing in real-time.

1) New Perspectives in the Energy Sector

The energy sector is one of those that benefit the most from these technologies [70]. For example, understanding how an electrical grid works requires significant time and resources. Now, virtual models of these structures can be created with digital twins. Moreover, thanks to the Metaverse, it is possible to access and simulate these models remotely.

Renewable energy systems, smart grids, and even the charging infrastructures of electric vehicles can be managed more efficiently with this method. Thanks to the data, problems are detected before they occur. This way, the intervention time is shortened, and resource waste is prevented. In other words, the job becomes easier, and the system becomes safer and more efficient.

2) The Power of Simulation in Healthcare

In the healthcare field [71], digital twins are used as the digital equivalent of the human body. In this way, students can receive training without touching real patients. Thanks to digital simulations, doctors can produce patient-specific solutions in treatment processes.

Especially when these structures are combined with the Metaverse, issues such as remote diagnosis and monitoring become more practical than ever. Someone living in the countryside can receive treatment under the guidance of a specialist in a big city. The virtual world eliminates some obstacles.

3) Factories Are Now Smarter

The manufacturing sector is also affected by this transformation [72]. Digital twins help to monitor how machines work. This is especially important in terms of intervening before a malfunction occurs. In a way, the *"language of machines"* is better understood.

Moreover, when integrated with technologies such as 5G and artificial intelligence, production lines make decisions independently. Training processes are also accelerated with the Metaverse. A new employee gets to know the machines in a





virtual environment and learns the production steps. When they enter the real factory, they are much more prepared.

4) Data Security Should Not Be Ignored

Of course, when so much data is collected, security also comes to the fore. Who keeps which data? Where is it stored? Who can access it, and when? All these questions need to have clear answers. Especially in open environments such as the Metaverse, transparency and a sense of trust become very important.

Security needs to be included in the design from the beginning. In addition, companies must inform both their employees and users and clearly state their data policies.

5) Privacy and Security

As the Metaverse rapidly evolves, it introduces novel environments that blur the boundaries between physical and virtual realities. These immersive digital spaces, often supported by virtual, augmented reality, and blockchain technologies, create vast opportunities for social interaction, education, and commerce. However, they also present unprecedented challenges related to user privacy and data security. Unlike traditional web platforms, Metaverse environments continuously collect and process rich behavioral, biometric, and contextual data streams, significantly expanding the attack surface for potential breaches [73].

A significant concern in Metaverse ecosystems is identity and data management. Users often create highly personalized avatars and engage in persistent virtual activities that generate sensitive digital footprints. Malicious actors may exploit these environments through impersonation, phishing, or manipulation of avatars and virtual assets. Furthermore, integrating decentralized technologies like blockchain complicates governance, as the anonymity and immutability of transactions can conflict with privacy regulations like the General Data Protection Regulation (GDPR) [74]. The decentralized nature of asset ownership also raises issues of fraud and digital rights violations, especially as NFTs and cryptocurrencies gain traction in these platforms.

Researchers are exploring privacy-preserving mechanisms such as zero-knowledge proofs, decentralized identity (DID) frameworks, and real-time anomaly detection for behavioral monitoring to address these threats. These technologies aim to strike a balance between user experience and privacy. Moreover, developers and policymakers are beginning to emphasize ethical design principles and regulatory frameworks that support user consent, transparency, and accountability [75]. Although the Metaverse continues to advance, it remains an emerging field where privacy and security must be treated as fundamental design principles, not added as afterthoughts once adoption has scaled.

6) A New Era for the Workforce

Another vital issue is training human resources to adapt to these technologies. Education is no longer only provided in the classroom. Security drills with virtual reality glasses, training in a digital replica of a factory. These are now part of our lives. Learning processes are accelerating, and costs are decreasing as a result. Most importantly, people are learning not to be afraid as they come into contact with technology.

7) Smart Systems in Transportation and Maritime

Finally, these technologies benefit the transportation and maritime fields [76]. Ports, ships, bus networks, etc. Each of these is now modelled with digital twins. This way, everything from traffic flow to maintenance processes is easily managed.

It is also becoming possible to connect different sectors. Energy, transportation, and production can work integrated on a single platform. This paves the way for more flexible, agile, and sustainable systems [77].

E. Decentralization

Decentralization offers significant promise for the development of the Metaverse, yet several challenges in its implementation need academic consideration. Transition from centralized systems underpins the formation of the Metaverse. However, achieving a truly decentralized Metaverse necessitates addressing complexities across technological, economic, and governance dimensions [78].

There are trade-offs within the implementation of blockchain technology. As Buterin notes, blockchain systems often struggle to simultaneously ensure decentralization, security, and scalability. Prioritizing decentralization can lead to scalability limitations and decrease data access speed. This presents a significant handicap for the Metaverse, which is envisioned as a large-scale, highly interactive environment demanding rapid data processing and responsiveness [79]. Furthermore, the security of decentralized platforms and services remains a critical concern. Despite the robust security features of blockchain itself, applications built upon these platforms can still include vulnerabilities. Ensuring secure code development and rigorous testing practices pose ongoing challenges in a rapidly evolving technological landscape [80].

Eliminating intermediaries in decentralized systems aims to reduce costs and enhance user autonomy, however, it can also remove the coordinating functions that central entities traditionally provide. There is a need to develop alternative mechanisms to manage transaction costs, enforce rules, and resolve disputes. There are challenges on applying Decentralized Autonomous Organizations (DAOs) in effectively fulfilling these complex governance roles [78].

The challenge of interoperability between different blockchain networks and existing centralized infrastructure presents another significant barrier. A truly decentralized Metaverse can enable seamless interaction across various virtual worlds and platforms. This requires robust interoperability solutions allowing different blockchain systems to communicate and exchange value effectively. Proposals such as Multi-platform Interoperable Scalable Architecture (MPISA), propose integrating decentralized identity systems, interoperability platforms, and cloud systems. However, there are many challenges to successfully implement these autonomously. The challenges include standardizing protocols, ensuring data privacy and security





across platforms, addressing scalability issues, and managing cross-chain governance.

The efficient and cost-effective storage of vast amounts of data associated with the Metaverse should be stored in a distributed way. While distributed file systems like IPFS offer alternatives to centralized cloud storage, their seamless integration and scalability within the Metaverse architecture require further development and standardization.

The evolution from the current internet infrastructure, which retains centralized elements like the Domain Name System (DNS), to a fully decentralized internet is a gradual and complex. While decentralized DNS systems are being explored, the transition requires overcoming challenges and gaining widespread adoption [81].

Decentralization holds the key to realizing many of the envisioned benefits of the Metaverse, including user empowerment and data sovereignty, however, significant technological, economic, and governance challenges must be addressed to ensure its successful and robust implementation. The immaturity of underlying technologies and the complexities of transitioning from established centralized paradigms necessitate extended research and development [78].

1) Crypto Currency & Digital Assets

Digital assets represent anything of value that exists in digital form within virtual environments. These assets can include virtual land, avatars, digital clothing, collectibles, NFTs (non-fungible tokens), virtual currencies, and even intellectual property such as music, art, and 3D models [82]. In the Metaverse, users interact, trade, and own these digital items, often with real-world economic implications [83]. Blockchain technology is frequently used to authenticate and secure ownership of these assets, ensuring uniqueness, provenance, and the ability to transfer or sell them across platforms.

As the Metaverse evolves into a more immersive and interconnected space, digital assets play a crucial role in creating personalized experiences, virtual economies, and decentralized ecosystems [84]. They empower users not just to consume content but also to create, invest, and participate in governance through decentralized autonomous organizations (DAOs). This shift redefines ownership and commerce in the digital realm, making digital assets essential building blocks of Metaverse infrastructure and its broader socio-economic impact.

F. Digital Humans

Avatars in the Metaverse serve as digital representations of users, acting as their virtual identities and enabling immersive interactions within digital environments. These avatars have the potential to play a crucial role in enhancing user engagement by fostering a sense of presence, facilitating social interactions, and allowing for self-expression through customization. As users navigate the Metaverse, their avatars become extensions of their personalities, enabling them to communicate, collaborate, and participate in various experiences, from gaming and education to work and entertainment. Additionally, AI-powered avatars can enrich engagement by adapting to user behaviors, responding intelligently to interactions, and creating more lifelike and dynamic virtual experiences.

While avatars bridge the gap between the physical and digital worlds and help users feel more connected in their Metaverse experiences, they also raise particular concerns. A single real-life identity can use multiple varied avatars to manifest across different platforms. This can introduce potential risks, such as identity confusion, misrepresentation, and ethical challenges related to accountability and trust. As digital interactions grow more complex and consequential, considering these issues, the need for thoughtful design and governance in avatar-based systems is obvious.

G. New Social Environments

Metaverse will introduce new social media, gaming experience, and a new type of workplace. Online shopping, concerts, and social and environmental events will also introduce new experiences.

1) Social Media

The Metaverse can be seen as an advanced form of social media, transforming digital interactions from static contentsharing to immersive, interactive user experiences. While social media enables communication through text, images, and videos, the Metaverse enhances engagement by allowing users to interact through avatars in shared virtual spaces in real-time. Both rely on user-generated content, digital identity, and community building, but the Metaverse deepens these aspects by offering personalized avatars, virtual economies, and interactive brand experiences. Additionally, influencers, businesses, and advertisers are expanding their presence into the Metaverse, leveraging its immersive nature to connect with audiences in new ways. Ultimately, the Metaverse extends social media's role by creating dynamic, participatory environments where users can socialize, collaborate, and engage more deeply.

Just as social media has faced criticism for issues such as addiction, misinformation, echo chambers, and privacy concerns, similar and potentially amplified risks exist in Metaverse environments. The immersive nature of the Metaverse may increase the intensity of these problems by blurring the boundaries between virtual and real-life experiences. Prolonged exposure to virtual spaces can contribute to social isolation, mental health challenges, and over-reliance on digital identities. Furthermore, the commodification of personal data and user behavior in immersive settings raises heightened concerns around consent and, algorithmic manipulation, and surveillance. Addressing these ethical, psychological, and regulatory challenges is becoming increasingly urgent as the Metaverse evolves as a social media frontier.

2) Concerts, Social, and Environmental Events

Concerts social and environmental events represent dynamic and immersive components of the Metaverse, redefining how people gather, interact, and advocate for causes in virtual spaces. In the Metaverse, concerts can transcend





physical limitations, enabling global audiences to experience live music performances through highly interactive and personalized avatars [85]. Social events such as meetups, parties, or community gatherings foster real-time connection and shared experiences, breaking geographical barriers and creating inclusive digital communities [86]. Environmental events in the Metaverse offer powerful platforms for education and activism; users can explore climate change impacts or participate in sustainability campaigns, encouraging awareness and action through virtual simulations [87]. These events illustrate the Metaverse's potential as a transformative space for entertainment, community building, and social impact.

3) Gaming Experience

The Metaverse is designed as a platform where digital interactions that cause the reshaping of the gaming industry are transformed into a multi-layered structure. Thanks to the integration of virtual reality, augmented reality, artificial intelligence, and blockchain technologies, it is transforming into a digital universe that can create economic value with simultaneous and multiple participation. Players exist in this universe with their own designed digital identities, establish social relationships, and produce content. In the Metaverse, gaming is not just an entertainment environment but a complex digital ecosystem with sociocultural, economic, and technological dimensions. This transformation in the gaming industry directly affects many disciplines, such as game design, user interaction, digital property rights, and data security, and it also causes new research areas to emerge in academic literature.

4) Workplace

The workplace in the Metaverse represents a transformative shift in how people collaborate, communicate, and perform tasks in virtual environments [88]. By leveraging immersive technologies like VR and AR, the Metaverse enables employees to work together in 3D digital spaces [89], attend virtual meetings, interact with lifelike avatars, and access shared virtual tools and data. This virtual workplace breaks down geographical barriers, fosters real-time global collaboration [90], and offers new ways to visualize complex projects or workflows. As remote and hybrid work models become more prevalent, the Metaverse workplace enhances engagement, productivity, and innovation [91] by creating more interactive and personalized work experiences.

5) Digital Commerce & Online Shopping

Digital commerce in the Metaverse involves buying, selling, and exchanging virtual and real-world goods [92] and services within immersive, decentralized environments. It extends beyond traditional e-commerce by integrating virtual currencies, blockchain-based transactions, and tokenized assets such as NFTs [93], enabling secure and transparent exchanges. In the Metaverse, users can purchase digital fashion, virtual real estate, and unique collectables [94], or even access services like education and entertainment in fully interactive spaces. Businesses can establish virtual storefronts, offer personalized customer experiences [95], and collaborate with creators in ways that transcend physical limitations.

Unlike traditional e-commerce, Metaverse shopping enables customers to engage with products more physically, such as trying on clothes in virtual fitting rooms, testing out home decor in simulated living spaces, or experiencing product demos in real time [96, 97]. Brands can create personalized [98], gamified shopping experiences that boost engagement and customer loyalty, while blockchain and NFTs can facilitate secure transactions and ownership of digital goods.

6) Tourism

The Metaverse is directly related to many areas of social sciences. Tourism and the Metaverse have begun to attract attention from researchers. Progress in developing problems for tourism and the Metaverse and conducting research is not very rapid. There is a significant research gap in tourism studies regarding digital technologies' transformative impact on tourism and social experiences. Traditional research has focused on tangible factors such as service quality, physical attractions, and destination management [99], while the increasing impact of digital platforms on tourist behavior and social interactions has been less researched [100]. While qualitative studies have provided valuable insights into how technology is reshaping tourist expectations, there is a clear need for a more integrated approach that combines quantitative data with qualitative narratives. Recent studies in the literature advocate mixed-method research design to capture better the multifaceted nature of digital transformation [101]. Such methodological innovations will increase the quality and number of future studies on how online reviews, social media engagement, and digital storytelling intersect with traditional tourism experiences [102]. Closing this gap is critical to developing comprehensive models that reflect today's dynamic digital environment. Addressing the different research gaps could greatly contribute to strategic decisionmaking for destination marketing and management in an increasingly connected world [103].

The methodological frameworks currently applied in tourism research do not fully capture the complexities of Metaverse integration. Most quantitative and qualitative studies rely on traditional survey instruments and case studies that may not adequately reflect the fluid, dynamic nature of virtual experiences [104]. Too many literature review articles have been published before the literature has been developed. This demonstrates the shortcomings of scientific research methods. Future research should produce scientific knowledge using scientific methods to fill these methodological gaps and provide robust, generalizable insights. In addition to methodological shortcomings, the theoretical foundations in the current tourism literature are far from fully addressing the complexities posed by the Metaverse. Existing frameworks often divide tourism phenomena into discrete variables that do not account for the integrated, multisensory, and socially embedded nature of Metaverse experiences [46]. There is a clear research gap regarding the theoretical integration of digital identity, virtual community formation, and immersive storytelling within traditional tourism paradigms. As the boundaries between physical travel and digital exploration blur, developing new models that include perspectives from communication, cultural studies, and digital sociology becomes important. The emerging discourse should emphasize





how technology mediates consumer experiences and tourism's broader socioeconomic and ethical dimensions. The formulation of such interdisciplinary theoretical models will enrich our understanding of how immersive digital environments can reshape traditional tourism narratives. The Metaverse should be considered as a destination in Metaverse and tourism studies. Future research should be developed on the Metaverse Destination in light of the knowledge gained previously. Addressing these theoretical gaps will pave the way for the evolution of tourism research in the digital age and help preserve the relevance and forward-looking nature of academic scholarship.

III. THE JOURNAL'S ACADEMIC POSITION, DEVELOPMENT, METRICS, POLICIES, AND QUALITY STANDARDS

Journal of Metaverse is a scientific, double-blind, peerreviewed, open-access international journal that publishes original, theoretical, and/or practical articles. It aims to publish many articles in different disciplines about the Metaverse and its research.

Journal of Metaverse intends to facilitate effective communication between scientists. It will reflect the significant advances currently ongoing in computer, communication, and information sciences. The multidisciplinary character of this field will be typified by providing readers with a broad range of articles. The articles will be original review articles and research papers written by individual researchers and research groups that appeal to the broader international community of academics and other professionals.

The journal aims to keep related researchers updated on the developments in a wide range of topics reporting experiments, techniques, and ideas that advance the understanding of various areas of the Metaverse. It presents the latest developments in the Metaverse, emphasizes emerging and multidisciplinary fields and international trends in research and development about the Metaverse, and covers special topics in line with the progression of worldwide scientists.

Journal of Metaverse accepts English-written articles and publishes two regular issues annually. The first issue is published during January–June, and the second is published in July–December. Each issue may contain between five to ten articles. Accepted articles are promptly added to the issue with assigned page numbers and DOI numbers. Journal of Metaverse started to give DOI to articles in 2023 issues. An example of a DOI of the article published in JMv is 10.57019/jmv.1485027. **10.57019** is the DOI prefix, and "*jmv*" is the DOI suffix. Here, 1485027 is the article number assigned by the Dergipark system.

Journal of Metaverse intends to publish original research papers in all main branches of the Metaverse. Articles that are not directly related to the Metaverse but are related to topics such as Digital Twin, Digital Asset, Blockchain, Web 3, Digital Currency, Non-Fungible Token (NFT), Marketplace/Digital Commerce, Metaverse Infrastructure, Gaming and Entertainment, Digital Humans, Virtual Reality, Augmented Reality, XR, Artificial Intelligence (Chatbots, Generative AI and LLM-related papers), Emerging Technologies and Applications for Metaverse, Decentralized Architectures for Metaverse, Al-driven Ecosystem in Metaverse, Cryptocurrency, Token Solutions for Metaverse, Data security and privacy mechanisms for Metaverse, Fraud-Detection in Metaverse, Cyber Security for Metaverse, Operations and Maintenance in Metaverse, Smart Contracts for Metaverse, Data Analytics to Identify Malicious Behaviors in Metaverse, Decentralized and Collaborative Al for Metaverse, Interoperability for Metaverse, Generative AI, Chatbots and LLMs, Immersive Hologram Technology are also included in the journal's scope. However, these publications should involve the development of new technology rather than the use of existing methods.

We reached a significant achievement by becoming integrated into both Scopus and the Directory of Open Access Journals (DOAJ) in 2023. The recognitions we receive serve to evaluate our work's quality and research dissemination accessibility as well as strengthen its overall impact. Research published in our journal has gained substantial academic importance. When we look at the articles published in the Journal of Metaverse between 2021 and 2025, which is shared in Table I, a total of 56 articles were published, 41 of which were research articles and 15 were review articles. Only one issue was published in 2021, and only research articles were included. In 2022, two issues were published, and review articles were predominant. An increase in the number of articles was observed in 2023 and 2024; there was a significant increase in research articles. In the data for 2025, only one issue was published till now and only research articles were included. In general, it is seen that JMv has published more research-focused articles over the years, and its publication volume and diversity have increased.

Year	Volume	Issue	Research Articles	Review Articles	Total Articles Published
2021	1	1	5	0	5
2022	2	1	0	5	5
2022	2	2	1	4	5
2022	3	1	8	2	10
2025	3	2	7	3	10
2024	4	1	7	1	8
2024	4	2	8	0	8
2025	5	1	5	0	5
		Total	41	15	56

TABLE I. DISTRIBUTION OF PUBLISHED ARTICLES BY TYPE

The word cloud analysis is conducted on the articles published in Journal of Metaverse and the results are shown in Figures II and III. These figures clearly show that the journal's research focus is largely shaped around the concept of the Metaverse. "Metaverse" term stands out with the highest frequency, followed by concepts such as Virtual Reality, Blockchain, Artificial Intelligence and Augmented/Extended Reality, which constitute the technological infrastructure are frequently discussed. This situation reveals that the journal is deeply interested in virtual worlds and the advanced digital technologies that make it possible. Themes such as education, avatar, NFT, privacy and security indicate that human-centered experiences, privacy and digital identities are important





research areas in Metaverse environments. The word cloud and frequency analysis also show that the journal publishes in various areas with an interdisciplinary approach on the axis of technology, society, economy and culture.



Figure II. Word Cloud of Keywords of Articles published in $JM\nu$

TABLE II. DISTRIBUTION OF AUTHORS IN ARTICLES BY COUNTRY

Country	Number of Authors
Türkiye	38
India	17
Bangladesh	11
China	10
Indonesia	8
Iran	5
Germany	4
Poland	4
South Korea	4
Trinidad and Tobago	4
Egypt	3
United Kingdom	3
United States	3
Central African Republic	2
Greece	2
Jordan	2
Morocco	2
Austria	1
Brazil	1
Italy	1
Kenya	1
Libya	1
Taiwan	1
The Netherlands	1
United Arab Emirates	1

The authors' countries publishing in Journal of Metaverse are given in Table II and Figure IV. When these are examined, it is seen that Türkiye is ahead with 38 authors. Türkiye is followed by India with 17 authors, Bangladesh with 11 authors, and China with 10 authors. This may be because the publisher of our journal is based in Türkiye, and other countries have not yet become sufficiently aware of it. South Asian countries are also represented remarkably. The fact that four authors each contributed from countries such as Indonesia, Iran, Germany, Poland, South Korea, and Trinidad and Tobago shows that the journal has global interest. In addition, three authors each from countries such as the USA, the United Kingdom, and Egypt, and two authors each from countries such as the Central African Republic, Greece, Jordan, and Morocco reveal the geographical diversity of Metaverse research. Countries such as Austria, Brazil, Italy, Kenya, Libya, Taiwan, the Netherlands, and the United Arab Emirates contributed to the journal with a single author. These data show that JMv is especially popular among researchers in developing countries.



Figure III. Frequency of keywords in articles published on $JM\nu$



FIGURE IV. AUTHOR DISTRIBUTION BY COUNTRY

Metrics give an idea about the development of the journal and quality of the published papers. The citations and read numbers are indicating significant amount of and quality of the citing papers from articles indexed in both WoS and Scopus. For example, ScimagoJR CiteScore reached 13.3 in 2023 and 20.2 in 2024, as shown in Figure V.

Scopus Preview	Source details
Journal of Metaverse	
Years currently covered by Scopus:	from 2021 to 2024
Publisher: Izmir Academy Associa	tion
E-ISSN: 2792-0232	
Subject area: (Social Sciences: Social Scie	nces (miscellaneous) Computer Science: Artificial Intelligence
Source type: Journal	
CiteScore CiteScore rank & trend	Scopus content coverage
CiteScore 2023	CiteScoreTracker 2024 ()
13.3 = 467 Citations 2020 - 35 Documents 2020 -	2023 2023 20.2 = 1.028 Citations to date 51 Documents to date
Calculated on 05 May, 2024	Last updated on 05 March, 2025 • Updated monthly

FIGURE V. JMV SCOPUS CITESCORE (2023, 2024)



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Additionally, 56 articles published as of the end of May 2025 have received about 2800 citations, as can be seen from our journal's profile on Google Scholar and Figure VI (https://scholar.google.com/citations?user=bMzfHFoAAAAJ) . The details of these citations are visualized in Figure VII, and it is seen that there are 322 citations in 2022, 954 in 2023, 1106 in 2024, and 351 in 2025 as of May 27, 2025.



Journal of Metaverse

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metaverse	digital twin	virtual world	virtual reality

artificial intelligence

ARTICLES	CITED BY	CO-AUTHORS	
		All	Since 2020
Citations		2799	2777
h-index		20	20
i10-index		29	29

FIGURE VI. JMV GOOGLE SCHOLAR PROFILE AS OF MAY 27, 2025

Journal of Metaverse held the 9th position from 604 journals in the Social Sciences (Miscellaneous) category and ranks 40th out of 350 journals in the Artificial Intelligence field of Scopus-indexed journals for 2023. This ranking is shown in Figure VIII. It holds the 21st position from 895 journals in the Social Sciences (Miscellaneous) category and ranks 30th out of 441 journals in the Artificial Intelligence in Scimago Journal Rank (SJR) for 2024. Also, our journal solidifies its position in the first quartile (O1) ranking segment of SJR for both the Artificial Intelligence and Social Sciences (Miscellaneous) research fields (Figure IX) for both 2023 and 2024. Journal of Metaverse is the premier scientific journal within its domain, both in Türkiye and throughout the Middle East. It has become a primary source of information for worldwide researchers.







FIGURE VIII. JMV SCOPUS RANK 2023



FIGURE IX. JMV SCIMAGOJR RANKINGS AND QUARTILES FOR CATEGORIES

Since the first publication date of the Journal of Metaverse in 2021, the number of articles indexed in Scopus is 56 as of May 27, 2025 (Figure X). 5 early-view articles have been published in the journal in 2025. A total of 5 articles were published in volume 1, 1st issue of 2021, and this issue is the only issue in that year. In 2022, 10 articles were published, five each in both issues of volume 2. In 2023, 20 articles were published, 10 each in both issues of volume 3. In 2024, 16 articles were published, eight each in both issues of volume 4. In 2025, 5 articles were published in the first issue of volume 5.





Scopus content coverage

Year	Documents published
2025	5 documents
2024	16 documents
2023	20 documents
2022	10 documents
2021	5 documents

FIGURE X. JMV SCOPUS CONTENT COVERAGE

Our dedication to peer-reviewed, high-quality, impactful research has placed us in the leading position for Metaverse studies because it delivers ground-breaking findings to worldwide audiences. We aim to advance our position through consistent improvements of Scopus quartile rankings along with expanded indexing abilities and recovery in the Web of Science Emerging Sources Citation Index (ESCI).

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FIGURE XI. JMV CLARIVATE INDEXING INFORMATION

You can search by ISSN, journal name, or keyword groups to access the profile pages of journals indexed in Web of Science from the site at <u>https://mjl.clarivate.com/home</u>. Journals indexed in the sub-indexes of *Web of Science* Coverage such as Core Collection (Science Citation Index Expanded (SCIE), Social Sciences Citation Index (SSCI), Arts & Humanities Citation Index (AHCI), Emerging Sources Citation Index (ESCI)), Current Contents (Agriculture, Biology & Environmental Sciences, Arts & Humanities, Business Collection, Clinical Medicine, Electronics & Telecommunications Collection, Engineering, Computing & Technology, Life Sciences, Physical, Chemical & Earth Sciences, Social And Behavioral Sciences) and other (BIOSIS, Current Chemical Reactions, Essential Science Indicators, Index Chemicus, Zoological Record) can be listed in that web page. ESCI indexes the Journal of Metaverse as of May 2025, and the search result for indexing information can be seen in Figure XI.

At https://www.webofscience.com, you can search for documents in sources indexed by WoS and examine their details. As of May 27, 2025, 56 documents were listed in the search for Journal of Metaverse on this page. Some of the listed articles and the search screen results page is shown in Figure XII.



FIGURE XII. WEB OF SCIENCE SEARCH SCREEN OUTPUT FOR JOURNAL OF METAVERSE

Figure XIII shows the article acceptance and rejection statistics of the Journal of Metaverse for 2022, 2023, and 2024. In 2022, 15 articles were accepted, 6 articles were rejected, and the acceptance rate was 71%. In 2023, 17 articles were accepted, 33 were rejected, and the acceptance rate dropped to 34%. In 2024, 14 articles were accepted, 124 articles were rejected, and the acceptance rate dropped to 10%. The journal, which started publication in 2021, had a high acceptance rate in 2022, but a severe decrease occurred in the following years. The rejection rate reached its highest level in 2024, reaching 90%. Although the number of accepted articles did not change significantly from 2022 to 2024, it is seen that the rejection rate increased rapidly with the increase in applications. It can be said that a more rigorous evaluation process was implemented and that article acceptance was more selective in 2023 and especially 2024. These statistics show that the journal has become more selective in its publication policy and has raised its quality standards. At the same time, competition has increased due to the number of applications.



FIGURE XIII. JMV ACCEPTANCE-REJECTION STATISTICS (2022-2024)



Table III shows the analysis of time statistics of our Journal of Metaverse for the years 2022, 2023, and 2024. In 2022, 2 articles were withdrawn, and 1 article was returned. The average time for articles to be assigned to the editor was 3 days. After the editor assignment, 15 articles were accepted after being reviewed by the referees, and there were no articles that did not enter the referee process. When we look at the rejection decisions, 2 articles that went through the referee process were rejected, and 2 articles that did not enter the referee process were directly rejected. The acceptance of the article took an average of 96 days, and the rejection took 41 days.

Statistic	Number of Articles Calculated			Average Time (Day)		
	2024	2023	2022	2024	2023	2022
Withdrawn articles	4	0	2	21	0	1
Returned articles	11	0	1	14	0	56
Article Submission to First Editor Assignment:	84	31	20	4	2	3
First Editor Assignment	to Acc	eptan	ce Dec	ision	Stati	stic
Peer review:	14	17	15	99	97	94
Non-peer review:	0	0	0	0	0	0
First Editor Assignment	to Reje	ection	Decis	ion S	tatist	ic
Peer review:	14	9	2	48	103	38
Non-peer review:	47	5	2	6	3	6
Article Submission to Ac	ceptan	ce De	cision	Stati	stic	
Peer Review:	14	17	15	101	99	96
Non-Peer Review:	0	0	0	0	0	0
Article Submission to Re	Article Submission to Rejection Decision Statistic					
Peer Review:	14	9	2	51	103	41
Non-Peer Review:	99	24	3	6	7	10

TABLE III. TIME STATISTICS FOR JIVI	TABLE III.	TIME ST.	ATISTICS	FOR	JMv
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In 2023, no articles were withdrawn, and only 1 article was returned. The editor assignment period was completed in a short time of 2 days. While 17 articles that entered the referee process were accepted, no articles were accepted without referees. When the number of rejected articles was examined, 9 were rejected after the referee process, and 5 were rejected before entering the referee process. The average time for article acceptance was 99 days, while the rejection period was 103 days, which was longer than the previous year.

In 2024, there was a remarkable increase in 4 articles retracted and 11 articles returned. The appointment period to the editor increased compared to previous years and increased to 4 days. The number of articles accepted after the referee process was 14, and again, no article was accepted without a referee. Among the rejected articles, 14 were rejected after the referee process, and 47 were rejected directly by the editor's decision. The article acceptance period was 101 days, and the rejection period was 51 days.

The year 2024 was a year in which there was a significant increase in the number of articles retracted and returned. This situation shows that authors felt the need to make more changes in the article process or that their tendency to withdraw increased. 2023 had the fastest editor appointment period, which was completed in a short time of 2 days, but this

period increased to 4 days in 2024. While article acceptance times have been consistent over the years, rejection processes have been significantly extended in 2023, but this period has decreased again in 2024, falling to 51 days. In particular, the increase in the number of articles rejected without referees suggests that decisions are being made earlier in the evaluation process.

As a result, 2024 has been a year in, article processes have been more variable, and evaluation dynamics have changed. The increase in article withdrawal and return rates reveals the importance of more evaluation and author-editor communication early in the process. While no significant changes have been observed in the rates of articles accepted due to referee evaluations, there have been notable differences in the rejection processes and speed.

Journal of Metaverse prioritizes publishing research articles. The proportion of research articles in an issue cannot be less than 80%. In other words, review articles cannot exceed 20%. Articles not complying with these rates may be returned to the author at the editor's decision. Journal of Metaverse accepts review articles for peer review only in cases such as "with invitation only" and "from researchers with established reputations in the field" who contribute with sufficiently qualified work. In determining scientists who meet this criterion, their publications in high-impact journals included in indexes such as WoS and Scopus and the international impact of relevant publications are considered. The following restrictions and limits are considered in the editorial selection and evaluation of articles to be published in the journal:

- All submitted papers must not be published, under review, or submitted for publication elsewhere while under consideration by Journal of Metaverse. However, authors can share preprint versions, versions under review, or accepted and published versions of their articles on preprint servers or similar platforms. This does not conflict with the journal's publication policies.
- An article that has been previously rejected for any reason is not taken into consideration and is rejected directly.
- An author can publish a maximum of one article in the Journal of Metaverse within two years, regardless of the author's order in the article. Therefore, even if your first article is in peer review, your second article will not be accepted into the evaluation process. However, if the first article is rejected after the peer-review process, you can submit your second(new) article.
- It is not possible for more than one article by an author to be peer-reviewed at the same time. The justification for this article and the previous article is to ensure author diversity and to provide opportunities for different authors.
- The maximum number of authors in an article should be 3. In cases where more authors are required, a cover letter stating the reasons should be prepared for the editor and uploaded to the system at the time of submission.





- Journal of Metaverse is an international journal. It strictly follows the geographical distribution of the authors of the articles published in the journal. In case of intense demand for article publication from a specific country and geography, the publisher or editor has the right to reject these papers or consider them for future issues to ensure geographical diversity.
- In such cases, if the authors do not comply with the rules or upload the article to the system without stating the reasons, the editor/editorial board may reject the article without taking it into the evaluation process and giving a reason.

Articles are directly rejected when the paper fails to meet any of the following criteria:

- The article does not sufficiently relate to the scope of the journal.
- The purpose of the study and the research question are unclear or missing from the context. The research question is not detailed enough to be understood.
- There is no methods section and the approach is not clearly described.
- The paper lacks a clear contribution to the field or fails to describe it effectively.
- There is evidence of plagiarism.
- The study repeats well-known findings already established in the literature.
- The findings/results are not discussed sufficiently or lack a scientific cause-effect interpretation aligned with the study's purpose.

If there is a likelihood of modifying the paper so that its quality could improve in a short time, this requires a significant revision decision.

The manuscripts should be written in clear, concise, and grammatically correct English. It is recommended that the authors ask colleagues to read over their paper before submission to ensure it meets high standards in terms of scientific argumentation, clarity of thesis, and language quality, and conforms to the expectations of academic writing.

Journal of Metaverse applies a set of policies regarding article content as well as layout and general submission rules to ensure the journal's quality and impact. The journal does not find it appropriate to publish excessively long and difficult to read articles to present content more effectively to the reader. For this reason, the maximum length is typically 15 pages for research papers and 20 pages for surveys. For longer articles, preparing a text explaining the situation in the "Note to the Editor" section or in the cover letter would be appropriate. Journal of Metaverse supports the template-free submission option to minimize the effort spent by authors during the article submission phase and to focus on content rather than layout. After acceptance, the articles must comply with the journal's official layout, which follows a single-spaced, two-column standard JMv format. This JMv article template is available in both Microsoft Word and LaTeX formats. It can be accessed via the journal's Author Guidelines page or Overleaf at this template link¹.

Publishing activities involve various costs. Publishing is a process that involves a wide range of people, including editors, referees, layout editors, language and content editors, and technical staff. The contributions of all these parties, their time and effort, and various financial and moral support are needed for sustainable publishing services. Many publishing houses and journals, especially those that publish open access, may charge fees from authors, institutions, or sponsors under various names if they do not have the resources to cover these costs. Journal of Metaverse is a journal published by the Izmir Academy Association. Since its establishment, all expenses have been covered by the association. The association does not have any income other than donations and membership fees. All parties involved in the journal work voluntarily and do not receive any fees. The process continues in this way as of 2025. Izmir Academy Association and the Journal of Metaverse are not entirely against charging fees. If a decision to charge an Article Processing Charge (APC) or Open Access fee for the reasons we have stated, a decision to publish for a reasonable fee may also be made. This decision is primarily to be taken with the agreement of our publisher, journal board, authors, and all other parties.

Journal of Metaverse does not support a fast-track review process. Sometimes, a rapid review or publication process is requested by authors who urgently need their manuscripts published for many reasons, including graduation and promotion dates. Journal of Metaverse does not support this type of urgent reviewing and publication process, as it believes it could lead to serious ethical and quality-related issues. Therefore, such services, whether paid or free, are not included or supported by the Journal of Metaverse.

All submitted papers for publication undergo "*double-blind peer review*" by at least two independent external referees (With at least a PhD degree in the relevant field), excluding the field editors and editorial board members. If one of the referees finds the paper appropriate for publication while the other does not, the Editorial Board examines the referee report and makes the final decision on whether to send the paper to a third referee or back to the author(s). Papers are only published if two referees find the paper suitable for publication. JMv uses the Dergipark software to run all of the journal's operations. The use of this software is free. The double-blind peer-review process steps are carried out as stated in the Journal's peerreview process policy web page. There is a detailed step-bystep description and a flowchart for the process.

Journal of Metaverse has adopted the "open access policy" by considering the principle that increasing the global exchange of knowledge generates beneficial results for humanity. Journal of Metaverse is an "open access" journal, the content of which is available to all users freely. Users can

¹ JMv latex template, https://www.overleaf.com/latex/templates/journal-of-metaverse/mnhwyqhpgjwx



read the articles in full text, download, issue, print out, and link to articles citing the journal without permission from the publisher or the author(s). All publication rights of the articles accepted for publication at the end of the peer-review process are shared with the Journal of Metaverse and the authors. The papers submitted to or accepted for publication by the Journal of Metaverse are also licensed by Creative Commons. Authors have rights gained with a CC-BY license. There is no royalty payment to the authors for published articles. The scientific and linguistic responsibilities of the articles published in the journal belong to the author(s). The Journal of Metaverse and its editorial board are not responsible for the paper's content. Readers can quote the articles published in this journal by citing them.

Articles published in the Journal of Metaverse are archived in LOCKSS hosted by Dergipark. In addition, with the initiative of the author, articles can be accessed without restriction and time limit in areas such as YOKSIS, university databases (such as DSpace, AVESIS), Google Scholar, Academia, ResearchGate, SSRN, Arxiv, and TechRxiv. JMv not only gives the author the freedom of archiving and use but also offers the scientific articles and research published in the journal to the end users and institutions free of charge, as it has adopted the open access policy of the Budapest Open Access Initiative (BOAI). Users have the right to read, download, copy, distribute, search, or link the full texts of the articles published in the Journal of Metaverse without requiring the permission of the publisher or the author. Thus, it is aimed to disseminate knowledge and facilitate its use. JMv allows all versions of articles to be archived by the author without any restrictions. This archiving includes all versions recorded in the journal system from the first version of the article submitted to the journal until it is accepted. JMv allows all versions of the articles published in the journal to be archived in the preferred institutional or other repositories without any embargo.

The practice of journal editors or members of the editorial or advisory board publishing in their journals is a topic of discussion among organizations involved in journal publishing [105, 106]. Since the JMv operates in the specialized field of Metaverse, VR, AR, AI, and related topics, the board is formed of editors and board members who are specialized in these fields. The inclusion of significant academic research by these members can be of great importance to the journal. In such cases, JMv's special procedure on "*Editors/Editorial Board Members as author*" is followed under the relevant COPE (Section 9) guidelines [107]. The procedure is as follows:

- An editor (Including an Associate, section, or all other editors) who submits an article to an issue cannot act as the editor for their paper.
- The manuscript is assigned to another editor from the outset, and other editor(s) manage(s) the process entirely. The submitting editor cannot interfere at any stage, including the selection of reviewers.
- Other editorial and advisory board members who submit a manuscript to the journal they serve cannot be involved in any stage of the editorial process related to their submission.

• To ensure transparency and adherence to ethical standards, a conflict of interest statement is included on the last page of the published article, explaining how the review process was conducted.

Another situation frequently encountered in academic studies is the sharing, processing, and evaluating information about living subjects in studies. In such cases, compliance with ethical standards is the authors' responsibility. In different countries, the compliance of these studies with ethical standards is checked with other practices. While there are independently established ethical review boards in some countries, studies can be conducted with the approval and consent of the authors and participants in others. JMv requests an ethical statement under the article's "*Ethical Statement*" heading and/or an ethics committee permission document uploaded to the Dergipark for the following situations.

- All kinds of research are conducted with qualitative or quantitative approaches that require data collection from the participants using surveys, interviews, focus group work, observation, experiment, and interview techniques.
- The use of humans and animals (including material/data) for experimental or other scientific purposes,
- Clinical studies on humans,
- Research on animals,
- Retrospective studies following the law on the protection of personal data,

Moreover;

- It should be indicated that an "*Informed Consent Form*" has been received in case reports,
- Permission should be obtained and specified from the owners for the use of scales, questionnaires, and photographs belonging to others.
- Authors should indicate compliance with copyright regulations for the intellectual and artistic works used.

JMv reviews and decides on article retraction and correction requests following a policy. The responsibilities of both the authors and the editorial board are clearly stated in the policies during this process. Authors must cooperate with the editor if they notice an error in the submission, during the evaluation process, or after the article is published. Authors who wish to withdraw an article that is under evaluation or has not yet been published must fill out the Withdrawal Form on the journal's "Policy - Retractions and Corrections" page, have it signed by all authors, and send a scanned version to the editorial board by email. Similarly, authors who detect an error in a published article must fill out the Correction Request Form on the same policy page and forward it to the editorial board. The editor and the editorial board have the right to remove the relevant publication from evaluation when they detect copyright infringement or ethical violations in the articles. This situation is announced on the journal's website and indexing systems, and the relevant institutions are informed. For





unpublished articles, the author's withdrawal request is reviewed and decided by the editorial board. If the request is approved, the authors may submit their work for evaluation in another journal. When a published article is requested to be withdrawn, the editorial board initiates an investigation and, if necessary, decides by obtaining expert opinion. If approved, the above withdrawal procedures are applied. Detailed withdrawal and correction procedures are shared in the policies section on the journal page.

IV. ACADEMIC COLLABORATIONS AND FUTURE PLANS

As JMv and JMv's publisher, we are determined to expand our academic collaborations with international researchers and institutions as we look to the future. We aim to continue to increase the reach and impact of the journal by expanding our indexing in additional reputable databases and improving our metrics and placement in existing databases. Knowing that Metaverse research is not just about technical issues, we plan to publish the work of researchers in different fields in our journal. We have been sending promotional and informative messages about our journal to researchers conducting research in new fields. We will also conduct a more active process to reach researchers and relevant professionals through LinkedIn and other social media platforms. To support the new and young generation of academics, we plan to offer special issues and calls for papers targeting new topics in Metaverse research to identify and publish quality graduate and doctoral theses. We are developing various strategies to attract leading or highimpact researchers and academics in the field to our journal. In this context, we aim to make these researchers aware of our journal first. We see from feedback and submitted articles that researchers who know our journal and our open-access publication policy are most likely to consider publishing in our journal.

Our editorial team, consisting of respected, high-impact researchers from different backgrounds and fields, the journal toward new horizons. Under the guidance of our publisher, Izmir Academy Association, we strive to contribute significantly to the evolving landscape of Metaverse research by strengthening our commitment to academic excellence and innovation. We continue our work with high motivation and focus on the goal as our publisher and journal boards. We will continue to invite researchers who will increase and expand the impact of our editorial board. We will provide the necessary opportunities for our board members to work more effectively.

Journal of Metaverse closely follows the development trends and requirements of Metaverse technology. We are aware that the development of Metaverse depends on various subcomponents, and we support the studies in these areas. For example, since the development of blockchain, crypto assets, NFT, artificial intelligence, VR, AR, and hardware communication technologies directly contribute to the development of the Metaverse, it also meticulously examines and evaluates studies examining these and similar technologies in the context of the Metaverse. In other words, it remains committed to its mission of disseminating high-quality, effective research that advances the boundaries of Metaverse studies. We invite academics, practitioners, and enthusiasts to join this exciting journey by contributing to the lively discourse that shapes the future of the Metaverse.

Journal of Metaverse fosters a vibrant, interdisciplinary dialogue bridging the gap between technology, society, and academia. Our editorial approach stresses academic rigour in light of scientific knowledge and the digitally transformative potential of research in the Metaverse. This initiative is grounded in robust publication policies designed to support the Metaverse body of knowledge by promoting integrity, transparency, and quality in scholarly communication.

Our publication policies are based on a commitment to rigorous, double-blind peer review processes, ensuring that each manuscript is evaluated solely on its merits and contribution to the field. We actively promote interdisciplinary research by encouraging contributions from disciplines related to computer science, science, and the social sciences. We support an active role in building the Metaverse through interdisciplinary collaborations. We also emphasize open science practices, where authors are encouraged to share additional materials and strictly adhere to ethical standards in research to facilitate the production of scholarly knowledge based on scientific research methods.

Methodologically, the Journal of Metaverse welcomes various innovative and future-oriented approaches. We emphasize the importance of both qualitative studies, which explore user behavior and cultural interactions in virtual environments and quantitative research, which analyzes large datasets and uses computational modelling to identify patterns in digital systems. Together, these approaches play a crucial role in shaping the development of the Metaverse. Furthermore, the integration of mixed-methods research is encouraged, as it provides a holistic examination of the multifaceted phenomena that characterize the Metaverse. Such methodological diversity is critical to advancing our understanding of both the practical and theoretical dimensions of digital transformation. We encourage authors to increase empirical and mixed-methods studies in Metaverse research.

The theoretical frameworks that underlie their scholarly research are equally important and dynamic. The journal invites authors to contribute to the development of research in theoretical areas. In addition, theories of innovation and disruption are instrumental in contextualizing the transformative impact of the Metaverse on traditional socioeconomic structures. With this integrative approach, the Journal of Metaverse aims to develop a comprehensive academic discourse on the complexities of digital environments but also outlines a roadmap for future research in this rapidly expanding field. Journal of Metaverse supports the development of the emerging Metaverse knowledge base with quality, accurate information through its articles that produce different scientific knowledge.

V. CONCLUSION

Since its inception in 2021, the *Journal of Metaverse* (JMv) has consistently published high-impact research, establishing itself as a leading scholarly platform in the rapidly evolving field of Metaverse studies. By fostering interdisciplinary research, the journal has provided a





foundational space for innovative work on emerging technologies, including artificial intelligence, blockchain, and virtual reality.

In a remarkably short time, JMv has gained international recognition, earning a distinguished reputation among authors, researchers, and stakeholders. Its rigorous peer-review process, adherence to ethical publishing standards, and commitment to open access have ensured the dissemination of high-quality research worldwide. Furthermore, the journal's inclusion in prestigious indexes such as Scopus, Web of Science, and DOAJ underscores its academic credibility and global reach.

Looking ahead, JMv aims to expand its academic collaborations, secure indexing in additional high-profile databases, and elevate its rankings within existing ones. The journal will continue to shape scholarly discourse on Metaverse technologies through curated special issues, mentorship opportunities for emerging scholars, and contributions from leading researchers. By maintaining the highest academic standards, JMv remains dedicated to fostering innovation and supporting the global Metaverse research community.

As a platform at the intersection of computing, healthcare, AI, tourism, and the social sciences, JMv is committed to publishing cutting-edge research that combines quantitative rigor with qualitative depth. Our editorial policies prioritize ethical practice, transparency, and open science, ensuring that each submission undergoes a meticulous double-blind peer review. We actively encourage interdisciplinary contributions that challenge conventional frameworks and introduce novel computational and theoretical approaches.

The evolving digital landscape demands continuous exploration of emerging trends and disruptive innovations. JMv promotes mixed-method research strategies that integrate empirical data with contextual analysis, offering a balanced perspective on the Metaverse's transformative potential. We call upon the academic community to engage in transparent, reproducible, and collaborative research, reinforcing trust and advancing collective knowledge.

In closing, this editorial serves as both a reflection on JMv's achievements and a call to action for researchers worldwide. The journal celebrates its progress while embracing future opportunities with optimism. By bridging theoretical insights, empirical evidence, and methodological innovation, JMv strives to deepen our understanding of virtual environments and their societal implications. We invite scholars across disciplines to contribute to this dynamic field, ensuring that the Metaverse evolves not merely through technological advancements but through the synthesis of past, present, and future knowledge.

Ultimately, the *Journal of Metaverse* remains steadfast in its mission to curate a repository of high-quality research, driving the development of the Metaverse as a transformative digital and social paradigm. We welcome all academics to join us in shaping this future.

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All authors have participated in drafting the manuscript. All authors read and approved the final version of the manuscript.

CONFLICT OF INTEREST

The authors certify that there is no conflict of interest with any organization regarding the material discussed in the manuscript. As the editorial board, we have taken strict measures to ensure the transparency and ethical integrity of this editorial article. Since this work has been authored by the editors of the journal, an independent review process was conducted to prevent any potential conflicts of interest. This article was reviewed by external experts who are not affiliated with the editorial board, ensuring an impartial evaluation. Additionally, no preferential treatment was given during the review process, and all standard publication policies of the journal have been strictly followed. By adhering to these principles, we aim to uphold the highest ethical standards in scientific publishing and maintain the trust of our readers and contributors.

DATA AVAILABILITY

The data supporting the findings of this study are available publicly. If it is required, it can also be requested from the authors.

ETHICAL STATEMENT

This article followed the principles of scientific research and publication ethics. This study did not involve human or animal subjects and did not require additional ethics committee approval. All authors agree with the ethical declarations mentioned in this article's Conflict of Interest section.

DECLARATION OF AI USAGE

As permitted by Journal of Metaverse's "AI & Generative AI usage key principles" policy, AI-assisted tools were employed in this study for minor tasks such as grammar correction, language refinement, and proofreading. These tools were used transparently and in a manner that does not compromise the authors' intellectual contribution. The authors affirm that all substantive content reflects original thought and upholds academic integrity.

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