

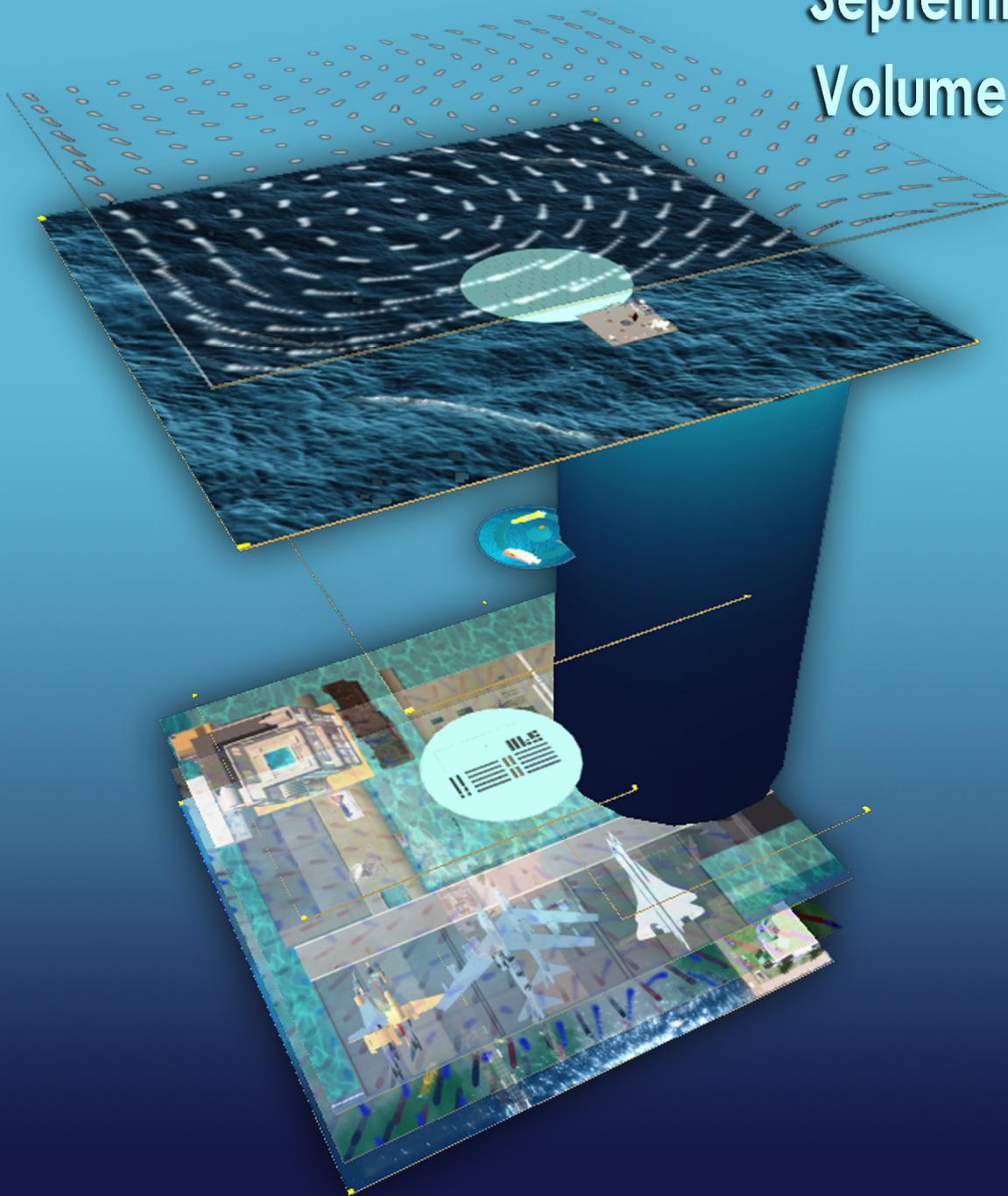
Journal of Virtual Worlds Research

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Asian Perspectives

September 2012

Volume 5, No. 2



Sky layers of the Abyss

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East vs. West? More like East and West

Yesha Y Sivan

Metaverse Labs and the Academic College of Tel Aviv-Yaffo, Israel

East vs. West? More like East and West. There is a lot the West and the East can learn from each other. Virtual worlds are perhaps one of the best examples. China, Korea and Japan all present different approaches to virtual life. Technical and social norms reshape each other. These unique Asian perspectives about virtual worlds were the seed for this issue.

This issue is the work of many, but there is always a leader. I would like to thank the issue editor Dr. Kenneth Y T Lim from the National Institute of Education, Singapore. Ken participated in the 1st and 2nd issues of JVWR and now became the issue editor to lead this special issue focusing on Asian Perspectives. Ken was abundantly helpful and offered nurturing support and knowledge. More thanks are also due to Ken's co-editors Dr. Young Hoan Cho (National Institute of Education, Singapore) and Dr. Michael Vallance (Future University, Hakodate, Japan). Special thanks also to our authors for sharing their perspectives, and our reviewers for carrying out their important job. Thank you all.

The Journal, at his 5th year is going forward, full steam ahead, with the following issues and events:

1. **Managerial and Commercial Applications.** Editors: Shu Schiller, Wright State University, USA, Brian Mennecke, Iowa State University, USA and Fiona Fui-Hoon Nah, Missouri University of Science and Technology.

This special issue on “managerial and commercial applications” of virtual worlds aims to highlight research that makes a significant and novel contribution in theory and practice about virtual worlds in the business domain.

2. **Law and Virtual Worlds.** Editors: Melissa de Zwart, Adelaide Law School, Australia, Greg Lastowka, Rutgers School of Law-Camden, USA, and Dan Hunter, New York Law School USA.

This special issue on “law and virtual worlds” will focus on legal questions generated by the creation, regulation and participation in virtual worlds.

3. **Enterprises Welcome Virtual Worlds.** Editors: Imed Boughzala, Telecom Business School, Institut Mines-Telecom, France; Gert-Jan de Vreede, The Center for Collaboration Science, University of Nebraska at Omaha, USA and Moez Limayem, Sam M. Walton College of Business, University of Arkansas, USA.

This issue is aimed to discuss and research challenges and opportunities for enterprises in connection with virtual worlds. We are looking for papers that provide new directions for research by examining organizational, individual/group, design, and/or social perspectives of virtual worlds in intra or inter organizational and business activities and environments.

4. **Special Event and issue about Augmented Reality.** Some of the submitted papers to our special workshop AR at ICIS2012 may be invited for fast-tracking to this issue, which will focus on theoretical research in the field that is now being further developed into applications.

Augmented Reality at ICIS 2012 - A special workshop organized by JWVR offers an up-to-date look at Augmented Reality during the AIS annual conference ICIS2012, on December 16, 2012.

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Augmented Reality AT ICIS 2012
Sunday, Dec. 16
8:30am - 12:00pm
#ARatICIS2012

ICIS 2012
Orlando, Florida, USA
Digital Innovation in the Service Economy December 16-19, 2012

ICIS 2012
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