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AUGMENTED REALITY AND THE FUTURE OF RETAIL:
Bridging the Gap Between Physical and Digital (Phygital)

CALL FOR CHAPTER

Important Dates

Proposal Submission:
March 31, 2025

Final Chapter Submission:
April 19, 2025

Acceptance Notification:
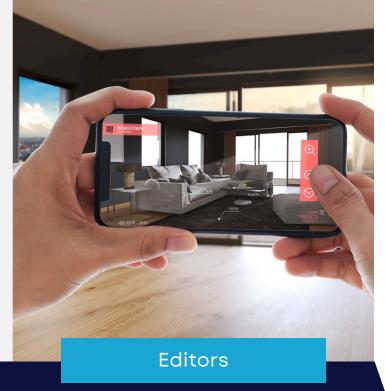**May 17, 2025**

Tentative Date of Publication:
June 2025

TENTATIVE THEMES/ CHAPTERS/TOPICS

- Introduction to Augmented Reality in Retail
- Understanding AR Technology for Retail
- The Shift Toward Phygital Commerce
- Enhancing Customer Engagement with AR
- AR-Powered Personalization & Consumer Behaviour
- Challenges and Opportunities in AR Retail Adoption
- The Future of AR in Retail: Trends and Innovations

- AR in Mobile Commerce: How Smartphones Are Shaping the Future of Shopping
- Augmented Reality in Omnichannel Retail Strategies
- Measuring AR's Impact on Retail Performance
- Augmented Reality and Supply Chain Integration
- Designing AR-Enabled User Interfaces in Retail
- The Role of AR in Experiential Marketing
- AR, Customer Loyalty, and Retention
- Policy, Ethics, and the Future of AR in Retail

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