

ABSTRACT

The Metaverse is described as a virtual world that will incorporate virtual reality, augmented reality, and other technologies, where users can interact and do activities like in the real world. The metaverse has the potential to evolve the way we interact with technology, conduct business, socialize, and experience digital content. Despite presenting a wide range of industries with diverse prospects for digital transformation, knowledge of the evolution of the metaverse and the unresolved challenges ahead is still limited. However, due to the rapid growth of the concept, there is a lack of clear understanding of the current state of the metaverse and its implications for the implementation of practices in the metaverse.

This research aims to provide scholars with deeper insights through knowledge accumulation and contribute to the advancement of metaverse research. By looking at various bibliometric measures, such as identifying frequently cited articles, leading authors, countries, and collaborating research groups. In addition, this study reveals striking patterns in Metaverse publications, academic journals, and research areas.

The research method used in this study is qualitative. The data collection used is a literature review using the Scopus database, which is recognized as one of the largest and globally recognized repositories for analyzing scientific publications. This study used bibliometric analysis tools to evaluate 2,490 publications in the metaverse field from various points of view. The analytical aspect of the study was conducted using the VOS viewer software.

The findings show that the metaverse has undergone a technical revolution and started to be implemented in various research fields in the last few decades. The main areas of metaverse applications include computer science, engineering, social sciences, business management and accounting, and mathematics. The data also shows interesting information regarding the number of studies that provide high customer satisfaction, the most searched journals, the most referenced research papers, and the leading authors in metaverse topics in research works.

This study intends to provide scholars with deeper insights through knowledge accumulation and contribute to the advancement of metaverse research. In this study, the researcher suggests for future research to conduct a more in-depth content analysis. The field of Metaverse research offers a wide range of exploration opportunities within each of its research areas, making it a promising area for future scientific investigation.

Keywords: *bibliometric analysis, metaverse, systematic literature review.*