

Avatars' phygital social presence in the metaverse: An engaged theory perspective

Sprott, David E.; **Hollebeek, Linda Desiree**; Sigurdsson, Valdimar; Clark, Moira K.; Urbonavicius, Sigita Psychology and Marketing
2025 / p. 1528-1540 <https://doi.org/10.1002/mar.22191>