

HMM04

OPPORTUNITIES AND CHALLENGES OF METAVERSE TECHNOLOGY IN HEALTHCARE SERVICES

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Abstract

This study examines the transformative potential of emerging technologies in healthcare, focusing on identifying emerging technologies that can significantly improve healthcare delivery and patient outcomes. From January 2020 to April 2024, 1,226 videos and 55,919 comments were collected from YouTube and 4,409 academic papers. The data were analyzed using sentiment analysis, keyword network, and clustering analysis to identify the current trend of key emerging technologies. This study suggests many potential opportunities and challenges of metaverse for healthcare institutions, policymakers, and consumers.

Conference Track

Hospitality Management and Marketing