



## Avatar Based Innovation and Co-Creation Processes in Virtual Worlds

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### Abstract

The major objective of this study is to investigate the virtual co creation processes in order to propose an effective way for organizations to attract participants for their projects in virtual worlds. In particular, this investigation will examine the motives of the participants to participate in the co creation projects and how do the organizations design their projects in virtual worlds. By doing so, this study will enlighten the co-creation and avatar innovation processes in virtual worlds and will provide guidance for future projects and studies. Data for this study will be collected using in-world interviews with virtual residents who run organizations as well as who participates in co-creation processes in Second Life virtual world. The results of this investigation will announce after data analysis. The present study makes several noteworthy contributions to growing body of literature on virtual worlds and co-creation. Firstly, to explore the main indicators that motivates of virtual residents to engage in co-creation activities. Secondly, how organizations use virtual worlds as a source of innovation and how should they design their processes in order to attract residents to participate to their projects.

**Keywords:** *Virtual worlds, Second life, Co-creation.*

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