

THE IMPACT OF APPLYING META VERSE TECHNOLOGY ON HUMAN RESOURCES COSTS IN THE PRESENCE OF ENVIRONMENTAL UNCERTAINTY AS AN INTERACTIVE VARIABLE, AN APPLIED STUDY IN THE BANKING INDUSTRY SECTOR

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ABSTRACT

This study aims to identify the impact on the human resources costs when applying meta verse technology in the banking industry sector, as banking sector is viewed to be one of the sectors that tend to follow technology and use it to address some of the problems it faces. Through a number of channels, such as user engagement and participation in activities that often occur in the real world, meta verse technology may expeditiously and dependably resolve issues for users of a service in a virtual environment. This technology saves time and effort and is an effective way, to simulate reality, whatever its circumstances and difficulties, and provide opportunities to communicate with people we do not know in our real life and help form new relationships more efficiently compared to real-life questionnaire form was organized for a random sample of governmental and private banks for a sample of 136. The groups included in the sample are senior management, individuals working in current accounts, individuals working in savings accounts, and bank customers who have current accounts with the bank. Many conclusions have been reached, including there is a fear of the application of Meta verse due to the difficulty of proving ownership in Meta verse, and this requires seeking technical and legal to reach a safe way to prove ownership and transfer it.

Keywords: Mata Verse Technology, Human Resource, Cost, Environment, Banking, and Industry Sector.

1- INTRODUCTION

The astounding wave of investments and the degree of persuasion displayed by the global corporations in the massive projects associated with it brought the notion of the meta virus a great deal of attention in 2021. As a result, this concept sparked the interest of many companies in various industries. (Du. et al, 2021) Banks are indispensable elements in life, regardless of the existing form of government. Conveniences such as the possibility of keeping money easily, depositing it and transferring it quickly to another person or entity, and the opportunity to earn money again as an additional income is among the reasons for that situation. The banking sector is closely following developments. Technology is essential in accessing new products and securing savings, apart from making the flow of information more regular and reducing labour

costs. The banking services provided by traditional banks are characterized by slowness, frequent procedures, and increased costs accompanying that service, as well as low interest on deposits and high interest on loans granted by the bank, with limited financial facilities provided to customers. The term "banking services via meta verse" originated from discussions that have taken place in the banking sector recently regarding banks offering services to their consumers using meta verse. This study seeks to identify the concept of meta verse in terms of advantages and disadvantages, what are the requirements for its application, and the influence of that application on the banking services performance provided to customers. The study included two sides, a theoretical side devoted to reviewing the literature related to the study, and a practical side that included the organization of a questionnaire form for a random sample of governmental and private banks of 136 questionnaires, and many conclusions related to the study were reached.

2- LITERATURE REVIEW

2-1 Meta verse concept

The term "metaverse" refers to a virtual environment that users may access through a range of technological means. Within this environment, users have access to several features, such as the capacity to engage in real-world activities and communicate with other users. (Karaömer, Y. 2021) Meta verse is defined as a parallel reality whereby humans can work, play, communicate and allow their users to live on the Internet. (Herrman, J., & Browning, K. 2021). The effective implementation of Meta verse requires the convergence of several sophisticated technologies, including artificial intelligence, blockchain, virtual reality, augmented reality, the Internet of Things, cloud computing, and Augmented Reality (Ning et al., 2021). Although cloud computing, blockchain, artificial intelligence, and the Internet of Things are all required to realise the concept of meta verse, consumers may not find them as significant as they should because these technologies are mostly linked to the creation of the meta virus's back end. Although the meta virus is manageable using these technologies, its capabilities are still limited and researchers, developers and experts must constantly strive to develop (Zekree et al., 2023). these technologies concerning the meta virus. Virtual reality refers to a technology that replaces the physical world with a virtual one, while augmented reality refers to a technology that blends the real and digital worlds. Mixed reality refers to a combination of augmented reality and virtual reality, while extended reality is a term that includes all immersive technologies. This technology can be used in many areas such as online games, virtual tours, and remote work, and it can contribute to the growth of the virtual economy, which depends mainly on video games and virtual worlds, and this can be explained as follows.

1-It can be used in education, exact sciences, studying living organisms, diving into the human body, and knowing accurate details. 2- It allows the creation of distinctive social experiences that contribute to giving a person a feeling of being in another virtual place and the possibility of meeting people far from him. 3- It allows companies to host car exhibitions in virtual places, which contributes to saving costs incurred by holding exhibitions, transportation, etc. 4- It can be used in online games and virtual tours. 5- It can be used in the fields of health, education, entertainment, shopping, e-commerce and other fields. 6- Through the application of cutting-edge technology like artificial intelligence, virtual reality, and augmented reality, it enables the

perception of a person's presence in a virtual world. We conclude from this that meta verse is a three-dimensional technology whose application requires the convergence of various advanced technologies such as artificial intelligence, virtual reality, augmented reality, the Internet of Things, cloud computing, as well as the block chain.

2-2 Building meta verse

Meta verse can be built by following these steps. Firstly. Choosing and using the Meta verse platform. Where users can choose from the basic meta verse platforms that have already been launched in the market or they can build their meta verse platform from scratch. II. Meta verse design. The virtual space can be an app, a virtual meeting room, a virtual conference room, or even a virtual home theatre. Third. Build the interaction layer. The interaction layer defines user controls, access criteria, traffic controls, and communication protocols between users. The interaction layer also defines integrations with necessary third-party software and tools. Fourthly. Building an Eco-Operation Layer Eco-operability standards allow for the support of information exchange and sharing between different systems The goal of eco-operability is that data and digital objects can be accessed and used independently by both humans and machines.

2-3 Advantages of Meta verse (Karadaghi, 2023)

1- It supports the areas of the service industry in general, as well as enables health units to develop, especially in the field of robotic surgeries. 2- It contributes to solving crowding problems, as people can follow sports scenes or parties without leaving their homes, by wearing virtual reality glasses. Finance can benefit when it is linked to some proprietary techniques.

A- Block descendants - as this technology offers an open, transparent, decentralised method of digital ownership verification B- Artificial intelligence is widely used today in strategic plans and decision-making. C- Internet of things. This kind, which debuted in 1999, is an automated system that uses sensors with unique identifiers and the capacity to transmit and receive data to link the physical world to the Internet. D- Mina Virus tools, where it is possible to take advantage of the tools that Meta verse uses, such as digital currency wallets such as the Trust Mask wallet, which allows it to form a digital economy that includes different types of tokens non-interchangeable. E-Investment in this technology, where the volume of investments is expected to reach a trillion and describe a trillion dollars annually. F- Carrying out advertisements and marketing through this technology with the help of virtual marketers to market financing and investment products, sukuk, services and economic products.

2-4 Risks of using Meta verse technology:

These risks can be divided into two main parts. The first section is related to general risks, (basic technology risks) while the second is related to financial units.

2-4-1 basic technology risks It is as follows:

First: advanced technological technologies, with their advantages, are taking place at the expense of privacy. **Second.** Inability to identify spyware stalking hacks and others. **Third.** Loss of cultural diversity, as this technology will cause it to merge into one culture by linking to the virtual reality in which the participants will spend most of their time, and this leads to a lack of

interest in the physical world. **Fourthly:** Risks of increasing the number of unemployed and rising unemployment. **Fifth:** the difficulty of proving hypothetical crimes and proving the losses or damages to the symbolic identity. **Sixthly:** Difficulty proving ownership in the meta verse world.

2-4-2 Risks of financial units:

There are several risks specific to those units represented in the use of this technology for criminal purposes such as market manipulation, electronic intrusions, violation of the privacy of financial units, money laundering, illegal transfers, espionage, etc. These risks can be mitigated through the following. **First:** The cooperation of governments in setting laws, procedures and regulations governing this technology. **Secondly:** Cooperation of major companies exporting or developing this technology to reduce its negative effects and address its risks. **Third:** Financial units allocate part of their profits to specialized research centers to benefit from this technology while minimizing its negative effects.

We conclude from this that despite the multiple advantages of the Meta verse technology, many risks need to be taken into account and taken care of and search for ways to limit them because not taking into account these risks leads to reducing the multiple advantages that can be achieved when working with the mentioned technology.

2-5 Cost of human resources:

Without human resources, an organisation cannot exist. They are its foundation. Therefore, for this resource to be used as effectively as possible, specialised management is required. The cost of human resources is represented by the cost that the company bears to obtain or replace the resource. Kahla et al. 2021, which is represented by the direct expenses of selection, recruitment, and expenses related to missions. And in-service training courses. As for indirect expenses, they include various expenses, including promotion expenses, promotions, and so on.

Using technology in human resources management refers to electronic human resources management, which is one of the techniques used in applying human resources strategies and practices through conscious and directed support and full use (Al-Rawahna 2013) & Anssari, M. A. A. 2023). As technology developed, it became necessary to take advantage of this development in the HRM process. For channels based on Internet technology (Zafar.J., 2009) & (Anssari, M. A. A., & Al-Tamimi, S. A. 2023), electronic human resources management benefits in reducing costs, improving performance, and improving quality levels of services provided, (Al-Alaq 2005) & (Al-Tamimi, S. A., & Al Anssari, M. A. 2022). Many goals can be achieved through managing human resources electronically, as labour costs and administrative expenses can be allocated to facilitate the performance of human resources functions as well as raise performance and productivity rates in the organization. (Stone & Lukaszewski, 2009). The idea that an organisation may set itself apart from competitors by investing in the development of its human resources is becoming more and more popular (Bondarouk, Ruel, Tanya, & Velde, 2007). Technology plays a major role in human resources management by lowering personnel operations-related administrative costs, shortening the hiring process, and enhancing the amount of time that candidates interact with HR-related activities like online benefit packages,

pay, and training. As a result, the company gains a lot from using e-HR. These advantages range from average impact benefits to extraordinary impact benefits (Parry & Leighton, 2007).

2-6 The concept of performing banking services:

Turning to what services banking services must be a reference to the concept of performance as performance indicates how the ability of the unit to achieve its long-term objectives. It also refers to the ability of the unit to achieve its effective and efficient purposes of resources. (Shahzad et. al., 2012) & Al Sabti, A. A. A., & Anssari, M. A. A. (2022).

It is clear from the previous definitions that performance is nothing but an expression of the unit's ability to achieve its objectives with the least sacrifices and in a manner consistent with the environment in which it operates. Successful units are characterized by several characteristics, including (Attafar et al., 2012) & (Zainab Jabbar Youssef, & Suhail Abdullah Al-Tamimi, 2024).

1-The inclination or orientation towards behaviour, i.e. harmony with the work, so the problems are quickly addressed through small and diverse working groups.

2- The approach with the customer, that is, listening and learning the needs of the consumer.

3- Independence and leadership, and this is done by adopting creativity in a real way by the individuals working in the units while encouraging them and allowing the owners of new ideas to appear.

4- Productivity through individuals. Each member is treated with respect and is seen as an important contributor to the success of the unit. Managers here play a real role in helping members of their teams to improve their performance through training, leadership and motivation.

5- Direct, practical, value-oriented training, as organizations with distinguished good performance are, its achieved value comes through cooperation, perseverance, and reducing routine.

6- Staying with the work network, that is, continuing to participate in the work that the unit carries out to the fullest extent, by continuing to respond to the customer even after the sale, to ensure his loyalty. Regarding the effectiveness of banking services, we discover that the banking services that banks offer to their clients serve as both a primary point of contact for clients and a significant strategy for drawing in new business. Facilities requested by clients.

Banking services can be divided into three types of agencies.

1- Banking services provided by traditional banks.

2- Electronic banking services.

3- Banking services under the Meta verse.

1- Banking services provided by traditional banks

The services provided by the bank to individuals who deal with the bank are current accounts, savings accounts, time deposit accounts, deposit accounts, notification of opening documentary credits, personal assignments, real estate assignments, opening MasterCard credit cards as well as bank transfers, and there are special services provided to customers who need to manage their financial wealth Personal who have good financial solvency. It is commonly known that

traditional commercial banks play a crucial role in the economy because they facilitate the creation of credit, which in turn leads to increased production, employment, and consumer agreement. All of these factors contribute to the expansion of the economy and are a reflection of how traditional banks are run internally, the culture as well as the productivity and efficiency of its workforce.

2- Electronic banking services.

Electronic banking services refer to the ability to access these services from a personal computer via the bank's website. One can log into a private account to verify the accuracy of the balance, and many banks offer additional banking features like the ability to apply for a loan or credit card through this portal. Many personal financial requirements may be met through Internet banking without requiring a trip outside of the home. Using an application to access several of these banking capabilities is known as mobile banking. The bank where the account is maintained is the one that issues these applications. The account opening process can be done through the Internet. It is quick and easy, and the interest rates offered by electronic banks are often better, and these banks do not bear the many expenses incurred by traditional banks. Due to their lack of branches and infrastructure, electronic banks can provide savings accounts with greater interest rates and loans at cheaper rates than the majority of traditional banks. This is because they are more cost effective than traditional banks. Virtual banks don't need a big infrastructure to run off of a single PC, server, and the internet. Some customers, meanwhile, are reluctant to send money online, especially when doing business with a company they can't meet in person (Online Banking, 2019). Launched in 1995, Bank Security First Network was the first direct bank to be loaded with the Federal Deposit Insurance Company and among the first fully operational direct banks in the United States of America. Despite its early struggles with profitability, this bank demonstrated the idea of services. Even though FinatiQ, a branch of the Overseas Chinese Banking Corporation in Singapore, was the first direct bank in Asia, it can succeed too. After closing in 2011 and merging into the main banking structure with OCBC, the parent company of OCBC stated that banking services were now a crucial component of OCBC Bank's multi-channel strategy, which also included ATMs and mobile banking (FDIC, 2017).

3- Banks enter the virtual world (Banking services under the Meta verse, 2023):

When applying meta verse technology, this means that there is a fundamental change that will dominate customer experiences, the performance of bank employees, and banking services systems thanks to digital interaction. Bloomberg Intelligences analysis indicates that by 2024, businesses will likely be drawn to the MENA region. There is enormous potential for many industries, including financial services, from this technical advancement. With one exception: Meta verse will transform banking and finance by influencing how banks interact with and provide for their clients. Customers of traditional financial services frequently have to switch between many platforms, whereas Meta Verse provides a personalised, easy, and immersive platform. Consumers may engage with customer care agents who are powered by AI by visiting virtual bank offices. Financial experts in real-time, even from their lucrative houses, can be consulted artificially. Virtual financial advisors can also provide expert advice, taking into account the user's financial history and goals. 82% of CEOs think that in three years, their

company will include Meta verse and that Meta verse will evolve into Web Citibank 3.0, the next version of the Internet. Experts predict that consumers will have access to a broad range of services, including business, media, advertising, healthcare, and social cooperation. These services will be accessible on a variety of platforms, including PCs, gaming consoles, smartphones, desktop VR augmented reality devices, and AR virtual reality. By taking advantage of this wide market, it is expected that the total potential that can be processed in Meta verse will range between 8-13 trillion dollars by 2030, and it is estimated that the number of Meta verse users will reach 5 billion. In conclusion, banking under Meta verse provides a personalised, immersive, and easy-to-use platform that allows users to access virtual bank branches, engage with AI-powered customer support agents, and receive real-time financial advice—all from the comfort of their own well-appointed homes. Based on this, the first main hypothesis can be derived. **H1: The banking environment does not know the concept of meta verse technology.**

2-7 The change that occurs in the banking sector when applying meta verse. (M.V. revolution,2023)

In the long term, Meta verse has the potential to revolutionize banks' interactions with their customers, employees and partners. The change will be in the following areas. Providing services and functions in a three-dimensional image, a large segment of bankers believes that efficient banking by 2030 will be achieved for customers who wish to use meta verse technology. Therefore, it is surprising that banks explore this field and dive into its depths. 2- Dealing with customers in new, purposeful ways. Digital banking services are often functionally correct, but they are emotionally rewarding. When applying Meta verse, it will provide banks with an opportunity to restore the human sense to the experiences they provide to customers. Stable backed by assets. We conclude from this that the banking meta verse is completely similar to banking services that are provided via the Internet, but instead of providing the service and dealing with it in a two-dimensional way, it can be dealt with by customers in a three-dimensional image and they can create an interactive throne in the style of their banking services when working with the meta verse technology. Banks that enter the world of meta verse develop a strategy in line with the needs of customers and the bank's policy, as entering this world is not as important as the value that the bank will add in that space. The second main hypothesis was derived. **H2: The application of meta verse technology does not lead to improving the performance of banking services provided to customers.**

2-8 Environmental uncertainty:

The primary issue that projects face is environmental uncertainty, which is the inability to obtain the information required to deal with the constantly shifting conditions of the business environment. Consequently, the issue of environmental uncertainty directly affects how well decisions are made within the project. Considering the degree of clarity and ambiguity of environmental factors, competitive projects need to adapt to their surroundings. This is because a lack of awareness of the external environment makes it impossible to assess the results of project decisions and to forecast the constantly shifting environment and actions of competitors.

The efficacy of legal choices is influenced by actions, and environmental uncertainty encompasses a wide range of external elements, including activity.

government policies, economic systems, information technology, globalisation, equipment needs and tastes, rivals' market and production operations, and more. According to that, projects that employ flexible technologies and support quick response times can adapt to environmental uncertainty. This makes environmental uncertainty an important requirement that aids in the selection of technologies and administrative accounting. According to (Dess et al., 2007), projects with the highest perceived level of environmental uncertainty employ more intricate and advanced management accounting strategies than those with the lowest level of uncertainty.

Small and medium-sized projects' confidence in management accounting techniques is linked to environmental assurance, as observed by Prihastiwi and Sholihin (2018). This is because these projects can anticipate and control external environmental uncertainty through internal processes, which include management accounting techniques. It should be noted that businesses operating in highly competitive and energy-intensive industries are permitted to use advanced manufacturing technology (AMT). As a result, businesses must rely on non-financial measures to gauge aspects of their operations that cannot be assessed by a system that can analyse financial performance (Ong & Teh, 2008).

Furthermore, one of the key conditional aspects in the units that is thought to have an impact on the choice and use of the performance assessment method is the diversity of the workforce. (Abdel-Maksoud, et al., 2005), we can say that it requires units to deal with environmental uncertainty by using a variety of methods, such as minimising environmental uncertainty during the verification process, committing to and putting appropriate procedures into practice, and obtaining the necessary information through which it is possible to predict the situation of uncertainty and work on finding appropriate solutions for it. Additionally, it requires the employment of various financial and non-financial to measure and evaluate performance. It is a well-known fact that hiring, training, and utilising new technology—whether or not it is a duty unique to a particular job—all need labour, even if all of this can help manage environmental unpredictability. The link and effect of human resources on operational performance follow from this. The following theory is formed because of the uncertainty surrounding the environment. H3: The price of enamel technology and human resources interact, with environmental unpredictability being one of the interaction variables.

2-9 Research method and hypothesis testing. A questionnaire was organized for a random sample of governmental and private banks for a sample of 136 forms. **questionnaires were distributed to the 140 respondents, and the valid forms were (136). The research sample was organized as shown in Table (1)**

Table No. (1) Distribution of the study sample

Higher Management		Cu Current accou workers		Saving account workers		cur Current accou customers		The total
Number	Ra rat %	nu Number	% ratio	Number r	% ratio	Number	% ratio	Number r
14	10.29	34	25	34	25	54	39.71	136

Through the statistical analysis of the answers to the first axis, the results shown in Table 2 were reached.

Table No. (2) Statistical analysis for choosing the first hypothesis.

Seq.	Paragraph description	No Rep. R.		Yes Rep. R.		Answer mean	degree the end.
1	Have you ever heard of the term meta verse?	37	27.21	99	72.29	1.73	yes
2	Have you read an article or post about Meta verse?	97	71.32	39	28.68	1.29	No
3	Do you know Meta verse application procedures?	86	63.24	50	36.76	1.37	No
4	Do you think that the benefits of the application of the Meta verse exceed the caveats of its application?	89	65.44	47	34.56	1.35	No
5	Do you prefer the application of metaverse in the banking industry?	77	56.62	59	43.38	1.43	No
	Overall score					5.786	No

Concerning the first paragraph regarding the first hypothesis, degree (1) means the answer is no, degree (2) means the answer is yes, and the range (1-1.5) means disagreement, and the range from (1.51-2) means agreement. Through the answers to the rest of the questions, it is clear that the percentage of (72.29%) of the sample had knowledge of the term meta verse that came through reading, and that only(28.68%) of the sample had knowledge of the procedures for applying meta verse, and the percentage of (36.76%) believed that there are benefits to the application of meta verse that exceed the caveats of its application, while the percentage of those who prefer Meta verse application, it was(34.56%) of the sample. The first hypothesis was tested, and the results show that the arithmetic average of all the answers is (5.786). This indicates that the null hypothesis, which states that the banking environment is unaware of the concept of meta verse technology, is accepted. However, since this percentage is nearly at the degree of acceptance, the first hypothesis is tested, and the null hypothesis is accepted.

As for the second hypothesis, its answer was analyzed according to Table No. (3) my agency:

Table No. (3) Analysis of the answers to the second hypothesis

Seq.	Paragraph description	I don't agree Rep.		I agree in sor cases Rep.		Don't agree Rep.	Answer mean	degree the end.
1	Do you think banking is faster under Meta verse?	54	39.71	82	60.29		1.60	medium
2	Do you expect the banking service to be low cost under the Meta verse?	51	37.5	85	62.5		1.63	medium

3	Do you think that the banking service will be of high quality under the Meta verse?	49	36.03	87	63.97			1.64	medium
4	Do you think that security conditions are available in the service provided under Meta verse?	57	41.91	79	58.09			1.58	weak
5	Do you think that applying Meta verse leads to attracting capital, increasing investment and achieving profits?	61	44.85	75	55.15			1.55	medium
Overall score							1.6		medium

Concerning the second hypothesis, the scores for the answer were determined using the triple Likert scale, where a score of 1 denotes disagreement, a score of 2 indicates agreement to a moderate degree, and a score of 3 indicates agreement with the paragraph. The range of 1-1.5 indicates no endorsement, the range of 1.51-2.5) indicates support to a medium degree, and the range of 2.51-3 indicates a high degree of support. This hypothesis included five paragraphs, and through Table 3 it is clear that the degree of support for the first paragraph was medium, and this indicates that there is Agreement in some cases that Meta verse technology will be faster in terms of providing banking services to customers. About the second paragraph, which is related to the decrease in costs in light of the services provided through Meta verse, we note that the response was also medium. As for the third paragraph, which includes that the banking services provided through Meta verse are of high quality, we note that the degree of support was medium due to the lack of application of this technology on the ground and creating an impression of it. In the fourth paragraph, which is related to the availability of security conditions in this technology, we note that there is a strong fear of its application in light of the lack of sufficient security measures that would preserve property and accounts. The degree of response was weak. As for the last paragraph, which is related to increasing investment and attracting more capital when working with this technology. We note that the degree of response was medium, and this indicates that there is almost agreement that the application of the Meta verse technology can lead to more capital and increased profits. In light of these results, we can say that it can accept the second hypothesis because the arithmetic mean of the responses was (1.73) within the range of medium degree of support. About the third hypothesis that was selected, there exists a link of influence between the cost of human resources and meta verse technology, whereby environmental uncertainty is present as an interaction variable. The Johanson-Neyman technique was employed to test this hypothesis, and the outcomes are displayed in Table No.4.

Table (9) the interactive effect of environmental uncertainty and the relationship between human resource costs and operational performance.

Variable	Coeff.	Se	t	p	LLCI	ULCI
constant	2.3423	0.0463	50.5896	0000	1.2324	
Cost of human resources	0.3769	0.1413	2.6670	0.0518	-0.0035	
Environmental uncertainty	0.7761	0.112	6.3614	0000	0.6392	
Int_1	0.2812	0.0861	3.2659	0.000	-0.0332	

The source was prepared by the researcher based on the outputs of the Johanson-Neyman. The findings of the above table show that, in the presence of environmental uncertainty as an interacting variable, there is a relationship of effect between the independent variable and the direction of the dependent variable, which is operational performance. In cases where the estimated value (β) of the variable (Int-1) was 0.2812, as was the case for the value (t -test = 3.2659), this suggests that the second hypothesis is accepted, as seen in figure (1) below.

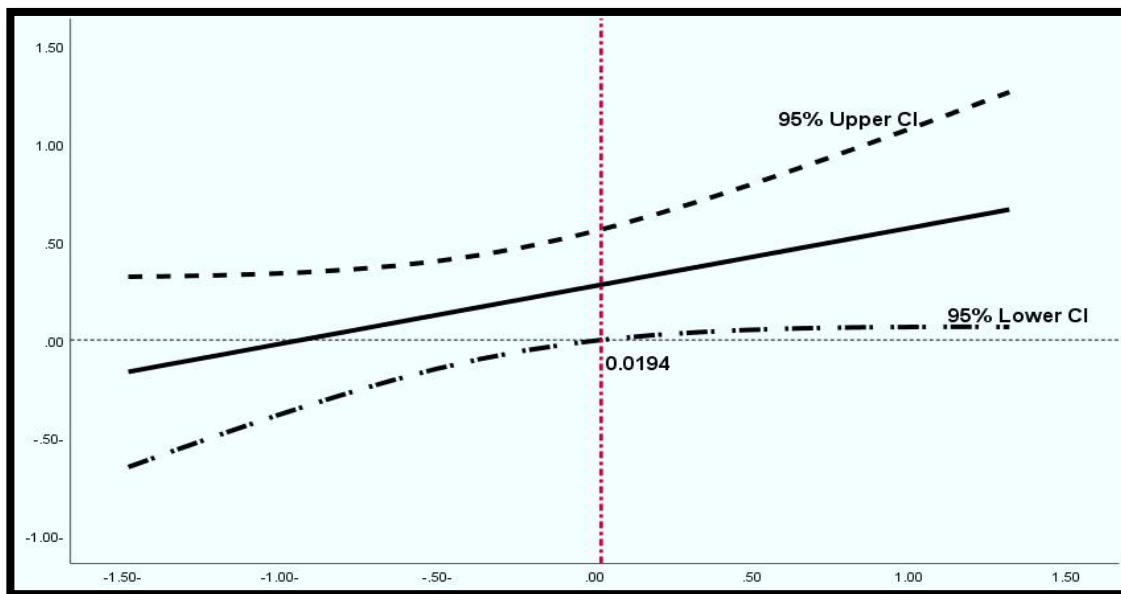


Figure (1) Interactive effect of environmental uncertainty

2-10 Discussion:

The great impact that technological developments have on human resource costs is not hidden, as the meta verse technology is among the most important technologies affecting these costs because it does not require a large number of individuals to complete the required tasks and leads to speed and accuracy in completing the work, but in return it requires certain capabilities and capabilities. It requires its availability for accomplishing the required tasks, and at the same time, it requires the availability of the necessary protections to maintain privacy because the work is done via the Internet and with the help of other means such as artificial intelligence and so on.

It cannot be certain that our current reality will be replaced by the meta virus, as this concept is still in the stages of development and experimentation, which is represented in a virtual world that connects the digital world with the real world directly and includes much more than just a product, service, or project that can be used in many economic and social activities. It is expected

that the investments of this technology will reach 800 billion dollars by the middle of this decade. However, many challenges must be overcome before the Meta verse can be widely adopted, such as issues of organization, security, privacy, etc. Therefore, the development of Meta verse must be monitored and the social, economic and technical implications of this concept must be monitored in the future. There are many challenges that banks are likely to face when applying Meta verse technology and entering this virtual world, which can be summarized as follows.

1-Knowing the customer: Banks have a legal and credit responsibility to know their customers before providing any service to them. This important matter ensures that banks do not violate the law.

2- Hosting digital currencies: The adoption of digital currencies is one of the most marketing features, as it requires any banking or financial player looking to expand in these platforms to present the digital currency as an offer, and if digital currencies are not approved in the meta verse, the presence of the bank in this space will not have any value.

3- Financing cash assets: The acquisition of virtual lands is an attractive factor for engaging in meta verses, as customers are keen to purchase non-fungible assets in cyberspace

4- The percentage of customer response and participation in the virtual world: A sizable segment of the adolescent demographic is drawn to online interactions through meta verses, particularly on gaming platforms. By emulating meta verse games and constructing immersive environments, banks may encourage their clientele to engage in meta verses. This leads us to the conclusion that the banking industry would likely confront many difficulties when using meta verse technology, necessitating careful thought and research to identify workable solutions before implementing the technology.

Considering client preferences for the kind of service the introduction, use the meta verse to find the discrepancies.

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