

Retraction notice: Metaverse adoption and continuance in tourism SMEs: integrating UTAUT2, flow theory and expectation confirmation theory

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The publisher of *Journal of Hospitality and Tourism Technology* wishes to retract the article Ali Mari M., Ahmad W. and Bakari H. (2026), “Metaverse adoption and continuance in tourism SMEs: integrating UTAUT2, flow theory and expectation confirmation theory”. *Journal of Hospitality and Tourism Technology*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JHTT-05-2025-0420>. It has come to our attention that there are concerns regarding the authorship of the article; an investigation was conducted to verify its provenance and evidence of its composition was requested. The authors cooperated fully but failed to address the concerns identified sufficiently. As a result, the article’s findings cannot be relied upon. Emerald’s authorship policy guidelines make it clear that authorship is a fundamental aspect of transparency in the publication process and ensures accountability and responsibility for reported research. Further, the authors and the article did not comply with the requirements for ethical research practices involving human subjects. Specifically, that human subjects data reported in this publication were collected without approval from UCSI University, Kuala Lumpur, Malaysia as is otherwise described in the text, that no such approval was provided by the institution, and that the documents provided by the authors purporting to illustrate this are not genuine: “This study received institutional ethics approval from the UCSI University Institutional Review Board (Ref: UCSI-FBM-REC-2025/017)”. The *Journal of Hospitality and Tourism Technology* author guidelines make it clear that authors have an ethical obligation and responsibility to conduct their research in adherence to national and international research ethics guidelines, as well as the ethical principles outlined by their discipline and any relevant authorities, and to be transparent about their research methods in such a way that all involved in the publication process may fairly and appropriately evaluate the work. The decision to retract has been informed by [COPE’s guidelines on retractions](#) and [Emerald’s publishing ethics](#). The authors of this article would like to note that they do not agree with the content of this notice. The publisher of the journal sincerely apologizes to the readers.



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