

# The Transformative Role of Large Language Models in E-commerce

## Introduction

The integration of Large Language Models (LLMs) into e-commerce is revolutionizing the industry by enhancing customer experience

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The integration of Large Language Models (LLMs) into e-commerce is reshaping the industry by enhancing customer experience

LLMs significantly improve search query expansion and buyer-seller interactions, offering personalized recommendations that c

However, the deployment of LLMs in e-commerce is not without challenges. Bias and fairness issues arise from the potential of

Moreover, the psychological impact of interacting with LLMs, particularly for vulnerable individuals, necessitates responsible dev

In conclusion, while LLMs offer transformative opportunities for innovation and growth in e-commerce, they require careful cons

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## Conclusion

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## Sources

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