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The analysis of model for electronic commerce - artificial intelligent

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ABSTRACT

Now a day many firms has used Artificial intelligent (AI) in their ecommerce processes. Such as Apple, Amazon, Amazon and Intel use Artificial intelligent through both their services and their products, some other company using AI to help company automatic analyze customer data as well as help manager make decision. Electronic Commerce combine with Artificial Intelligent become extremely important for business in the near future. Therefore, this paper try to figure out The Analysis of Model for Electronic Commerce – Artificial Intelligent to help Business man make the best choice model in their business.

Contribution/ Originality
Today the 4.0 industry is gradually penetrating into most business areas. The comparative in trade are more complicated. Therefore, The Analysis of Model for Electronic Commerce – Artificial Intelligent will help entrepreneurs to be more active in the development of business intelligence models with supporting of artificial intelligence. This model present 2 main perspectives inside business and outside business. Thus it will help customer in decision to buy their product as well as choosing supplier.

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1. INTRODUCTION

Today's workforce is more comparative than ever before. Artificial intelligence prepared to replace human to control everything. For these fast-paced workers, Artificial intelligent combine with mobile-CRM offers several options for mobile devices and smart phones to access the information that keeps business moving forward while on the road. According to Mark Skilton, Professor of Practice, Warwick Business School (2017) it is important and very useful in business when company use new technologies together rather than individual. Recently, mobile business has begun to re-emerge as a promising field (Urbaczewski, 2003). Artificial intelligence bring many opportunities businesses as well as the effective way for company than ever before. Manager can managing problems more complexity and interdependencies (Ferstl and Scheer, 2003). The 4.0 industry is coming there for Business man need to change the way to do business as well as sell their product. Therefor the new intelligent model for business need to set up to make business more effectively.

2. RESEARCH PURPOSE

According to Park and Kim (2003) Customer relationship management (CRM) had appear in many industries in all over the world how ever it not enough intelligent for business man. Along with the development of new technology the new model for business need to change quickly to leading revenue in comparative environment. The increasingly imperative to provide Artificial intelligent activities through Wi-Fi environment in the near future instead of other model. Artificial intelligent will help customer to buy company products and services more easier and more convenient. The new of technology-based systems are bringing about fundamental changes in how companies interact with customers and challenges facing companies when moving towards mCRM and further is Artificial intelligent. Furthermore according to the papers we mention above just give specific situation in the individual company or figure out the overview of new model. Our research will bring a better understanding of Electronic commerce - mCRM - Artificial intelligent model in order to help business get to know how to setup mobile customer relationship management.

3. DEVELOPMENT OF MODEL

3.1. CRM and multiple media

Figure 1 presents the way firms can communicate with customer through Marketing services Sales services to Contact media integration such as: Telephone, Smartphone, Computer with supposing Wi-Fi environment.

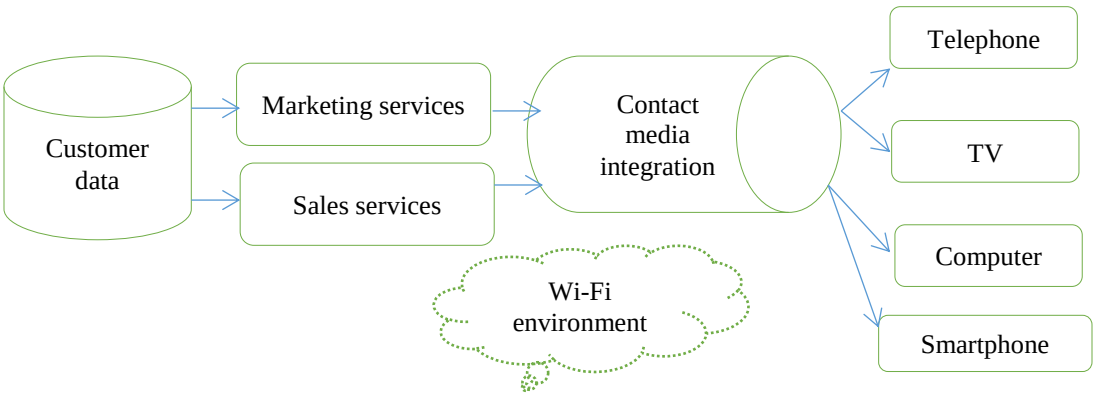

Figure 1: Customer relationship management with Wi-Fi environment

Source: Bradshaw and Brash (2001), Author

From this model we can easy to find the customer database are using to marketing and Sales to customer via marketing services and sales services. The different between the traditional model is the way to sale products to customer now combine with Wi-Fi environment.

3.2. Model of Mobile Commerce

3.2.1. Outside business

Outside Business consist of technology customer database, customer relationship management. Inside the customer relationship management including gateway, server, and media mix, another side permission database is in the customer database.

3.2.2. User's view

The user's view is link with Outside Business via permission database and server by content database, web server and application server finally is content creation, the user's view is link with inside business via mobile interface and campaign logic, pricing as well.

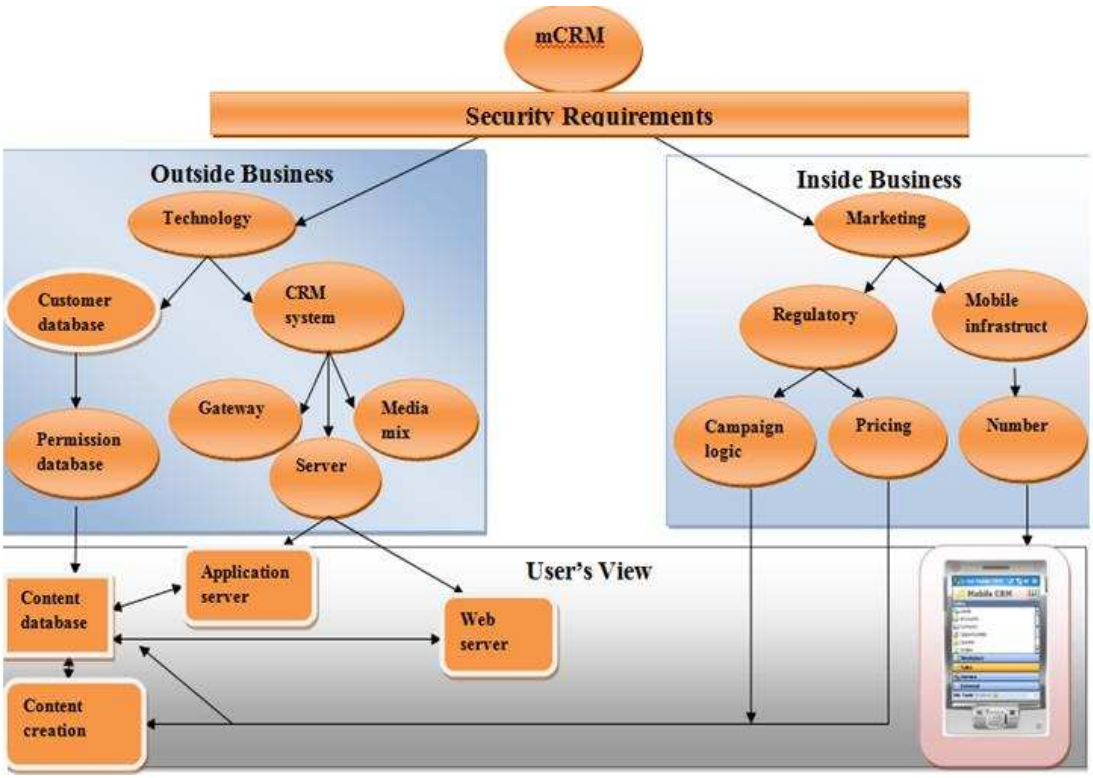

Figure 2: The analyst of a feasible model for mobile CRM (Nguyen Van Chung, 2014)

3.2.3. Inside Business

In the *Inside Business* perspective marketing play important role in mobile service therefor the marketing first then regulatory and mobile infrastructure. Inside mobile infrastructure we have number and inside regulatory we have campaign logic and pricing to link with user's view.

3.3. Model of electronic commerce – artificial intelligent

The Model of Electronic commerce – Artificial Intelligent is more high level compare with Model of mobile commerce. In which Outside business include technology customer database, customer relationship management, gateway, server, and media mix.

Inside business include Campaign logic, Pricing, number regulatory, Mobile Infrastructure.

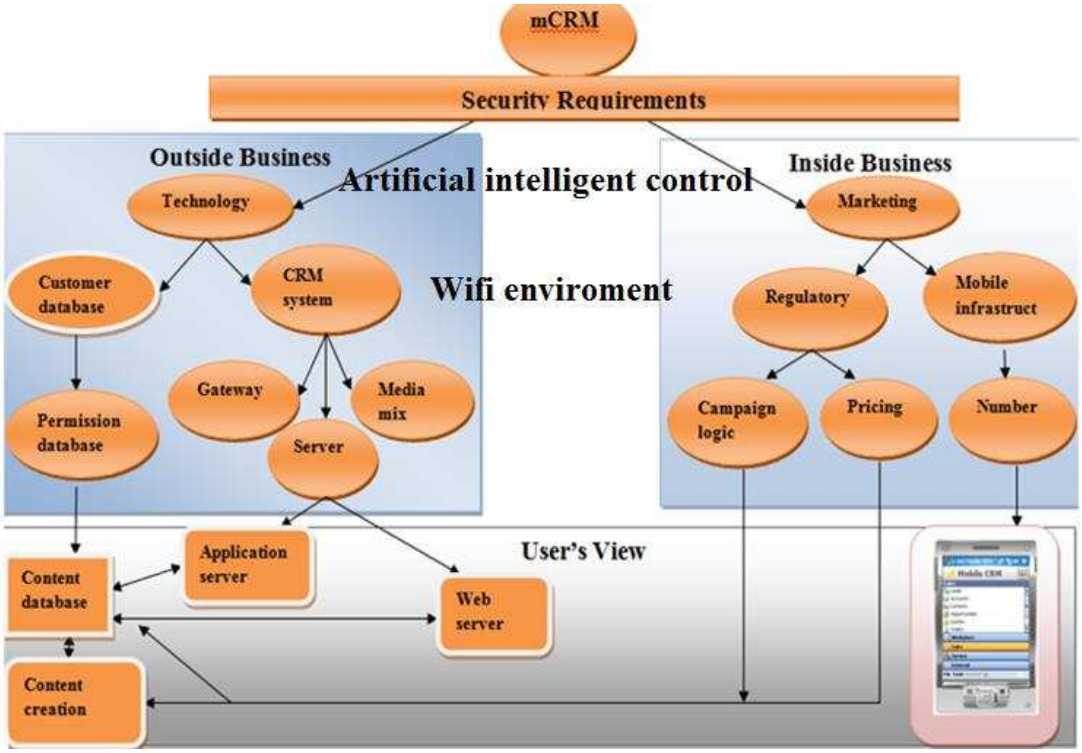

Figure 3: Model of mCRM – artificial intelligent

Use's View has Content Database and Content Creation Web Server, Application server.

To access the same level of intelligence solely from a team of humans would be virtually impossible. Statistical data or real-time information is communicated to the cloud, while the customer's data and content remain untouched. Once in the cloud, this information is processed in the mail link Engine, in some cases in real-time as network performance indicators. The information is organized and translated into solutions that trigger specific actions or actionable alerts, or automatically optimize and heal the network. By correlating the wide variety of data that can be gathered, the system quickly learns to identify issues with device compatibility, interoperability, access and network security as well as gaps in coverage or capacity in the network.

4. CONCLUSION

mCRM and Artificial intelligent is becoming a major issue as well as create the new opportunities for those who want to improve their business and leading in many industries. This model is also provides significant insights for marketing managers. The results of this paper is the good answer for the question how business can setup mobile customer relationship management with supported by Artificial intelligent. Overall, with this model, businesses will have more choice in their business as well as save more resources that are costly to the business. This is especially important in the current global business competition.

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