The analysis of model for electronic commerce

This article is taken from the "aessweb" website, reprinting a passage from Min Mui Chen's book entitled "Journal of Asian Business Strategy". The book was published on 2017 and the article was published on February 7, 2018.

In this article, Ms. Min Mui Chen highlights the importance of the emergence of artificial intelligence in E-commerce. Several major firms such as Apple and Amazon (among others) are already using artificial intelligence in their marketing and sales processes for their range of products or/and services.

These new technologies based on AI innovations are very powerful these days. They enable any company to optimize its working time and resources. This enables companies to reduce their costs and thus gain a competitive edge over their rivals. Indeed, the author highlights the benefits of artificial intelligence in customer relationship management (CRM). She also points out that companies need to merge CRM, marketing, and artificial intelligence to improve their efficiency, their ability to respond to customers and thus stay competitive. Indeed, these days, AI makes it possible to provide solutions to a customer who encounters a problem. The response time of these intelligences is immediate, as long as the user is connected to a Wi-Fi environment.

As explained in the article, this fusion between CMR and AI would enable customer data to be exploited to the full, in a more in-depth way, using techniques and algorithms based on artificial intelligence. This AI management would enable companies to harvest and analyze consumer data more quickly and efficiently, and thus more easily predict customer behavior and need.

To sum up the process, each piece of information (data) collected would be organized and translated into a solution by the AI, which would then trigger actions aimed at targeting the consumer.
Companies will be able to communicate with each consumer via a range of specific media. The marketing sector would gain in efficiency, and this would facilitate decision-making in the design of a marketing strategy.