

A Study on the Innovative Development Model of E-Commerce in the Backdrop of Artificial Intelligence

Prof. Felix Anthonysamy and Maru Hansa Kisan

Jai Bharat College of Commerce (Night), Mumbai, Maharashtra, India

Abstract: *E-commerce is a business model that is based on the environment of the network. The study of the e-commerce model will assist e-commerce businesses in expanding their marketing channels and enhancing their sales capabilities as well as in maximizing the e-commerce's development potential. With the development of wireless communications and artificial intelligence, the market scale of e-commerce has gradually expanded, and e-commerce has become a mainstream consumer channel for people. There are numerous types of e-commerce models, including BtoB, BtoC, and CtoC, as well as new models like BtoQ and BtoB. E-commerce businesses must pay attention to the issue of encouraging the growth of e-commerce. E-commerce businesses are examined in this article using questionnaire surveys and case analysis techniques. The outcomes show that the web based business market is tremendous, however the conventional online business model likewise has a progression of issues. It additionally proposes imaginative ways for online business improvement models, like coordinated operations speed increase, brand advancement, and installment technique development, which have significant reference importance for the advancement of internet business undertakings. It is proposed that various kinds of undertakings join their own thorough strength and genuine requirements to pick internet business advancement systems reasonable for their own turn of events, to accomplish feasible development.*

Keywords: development. Model, buisness, e -commerce, research . analysis.

REFERENCES

- [1] F. Fang, "Research on mobile e-commerce marketing modelbased on smart phones,"E-commerce, vol. 49, no. 4, pp. 63-64, 2020
- [2] S. G. Ma and H. X. Song, "Research on countermeasures forthe development of cross-border e-commerce enterprisesdriven by artificial intelligence,"Business Economics, vol. 531,no. 11, pp. 161–163, 2020
- [3] L. Huang, "A preliminary study on artificial intelligence and E-commerce management,"Marketing Circle, vol. 43, pp. 233-234, 2019
- [4] K. Y. Yang, "Research on cross-border e-commerce logisticsoptimization based on artificial intelligence technology,"Mod-ern Economic Information, vol. 12, pp. 372–372, 2019
- [5] X. Ju, C. Fan, M. Wang, and R. Li, "Discussion on the applica-tion of artificial intelligence in e-commerce,"Electronic Com-merce, vol. 10, pp. 21-22, 2020
- [6] S. S. Cao, "The application of e-commerce in the marketing ofsmall and medium-sized enterprises,"Time-honored BrandMarketing, vol. 1, p. 3, 2022
- [7] K. J. Li and L. S. Liu, "Thinking about the orientation of e-commerce professionals training,"Shanghai Business, vol. 1,p. 3, 2022
- [8] J. L. Wang, "Research on precision marketing of e-commerceenterprises under the background of big data,"The Economist,vol. 1, p. 3, 2022