

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

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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.

I. INTRODUCTION

With the improvement of PC innovation, the network scale is getting bigger and bigger, and individuals' requirements for data handling and correspondence equipment are additionally expanding. Numerous applications of wireless communication and artificial intelligence are reflected in the findings of this study. According to Bai Haiming's research on the use of wireless communication technology in the Internet of Things in oil fields, the so-called advanced technology should not be adopted based solely on its efficacy; Li Jing pointed out that the ongoing remote correspondence and artificial knowledge innovation in horticultural irrigation and specific applications and ideas for development are set forward. Online business is an item proposed and created based on electronic data innovation, correspondence technology, and artificial knowledge hypothesis, a better approach for selling. Both communication devices and artificial intelligence have advanced rapidly during the e-commerce boom. The research on the e-commerce development model of decision-making by artificial intelligence has yielded numerous theoretical advancements. For instance, Kuang stated that the mobile internet, communication technology, and other related information technologies have experienced rapid growth in recent years. A new type of business has emerged as a result of the greatly reduced distance between consumers and merchants. The growth of electronic technology and the widespread use of information terminals have established a solid foundation for its ongoing development. Sun and Lu claim that deep learning-based artificial intelligence (AI) is now the driving force behind the growth of the e-commerce sector. Fang is of the opinion that as the 21st century has come to a close, the majority of people in my country have become accustomed to shopping with intelligent mobile information terminals, and the growth of e-commerce has emerged as the prevailing trend. As a result, the e-commerce development model that this paper proposes is one that is based on wireless communication and artificial intelligence decision-making. This model is in line with the topic of the time, scholars' research, and the significance of the time.

The fundamentals of wireless communication are examined. Also, the artificial knowledge direction is portrayed. Then, it looks at the growth, problems, status quo, and strategies of e-commerce. At long last, a poll study was conveyed outon the improvement method of internet business, and the information wasobtained.

II. ONLINE BUSINESS IMPROVEMENT MODEL BASED ON WIRELESS CORRESPONDENCE AND ARTIFICIAL INTELLIGENCE

Choice Making Remote Correspondence. Prior to beginning the process of putting the wireless communication network into operation, the entire system should be planned, and the appropriate hardware and software should be chosen based on the actual situation. The rational arrangement of parameters like communication lines, signal frequencies, and data transmission distances between nodes then makes information exchange possible. At long last, asset sharing is achieved by improving the distribution of assets. Notwithstanding the specialized field, the advancement of internet business sites ought to likewise focus on the following issues: The first is to concentrate on customer service. The second is to meet the needs of the customer's use environment while simultaneously providing users with good convenience and security. The architecture and use of wireless communication networks involve numerous elements. The most crucial aspects of these are data transmission and processing. Due to the low cost and low power consumption of wireless devices, a reasonable technology is required for a number of processes, including information collection, communication control, and signal transmission. It is one of the best wireless communication network systems for real-time and extremely high power consumption for some small mobile phones. It can, to a certain extent, mitigate the impact of long-term use's impact on communication performance and efficiency. Throughout the wireless network implementation process, we must continuously optimize and improve it to meet user needs. This issue is primarily examined from two perspectives. The first comes from a technical perspective. The first is to make it easier for independent development, and the second is to think about how to cut costs economically. The second is to make the system work better and better. It is impossible to completely replace a form of resource integration that exists independently in the production process for a mature enterprise. As a result, by evaluating the existing equipment, we will be able to provide sufficient information resource support for all work units. At the same time, it ought to be modified in response to the requirements of customers in order to satisfy the requirements of various kinds of users.

Decision by Artificial Intelligence

At the technical level, the two pillars of e-commerce development are artificial intelligence and big data algorithms. The relationship between the two is also extremely close. E-commerce can only make technical progress in a way that is in line with the development levels of the two. Intelligence is an intricate framework designing that should be operated and investigated with the assistance of the human cerebrum to achieve its utilitarian necessities and to effectively complete the relating undertakings. The robot in virtual reality can be used to simulate the necessary data and make decisions for this purpose. Under the conventional business model, the improvement of enterprise management efficiency is frequently constrained by information asymmetry and other aspects, which is why many businesses develop slowly. Also, intelligent decision-production can tackle these issues. The growth of a large amount of data has resulted in a large amount of data being stored and becoming a valuable user due to the continuous advancement of society, the advancement of the level of science and technology, the accelerated pace of people's lives, and the rapid popularity of Internet technology. At the same time, the number of people who shop online has skyrocketed as a result of the rising demand for e-commerce platforms.

Intelligent decision-making entails utilizing prior knowledge and experience to conduct analysis and judgment. The following aspects make up the majority of the integration in the e-commerce mode: The first is customer information data collection and management. The second entails optimizing the external market environment, integrating the enterprise's internal resources, and optimally allocating resources throughout the supply chain process. The third aspect is to comprehend the situation as a whole in order to make the most reasonable and effective plans and measures.

Artificial intelligence converts large amounts of data into computable, understandable, and real-time learning, obtaining the necessary information. Make use of the computer as your starting point to gather any number of massive data information resources. The method structure and content of the knowledge base must be continuously updated.

throughout this process. Make use of network technology to achieve the qualities of strong user interaction. Simulated and applied to actual work are the outcomes of analyzing and processing a large number of data samples

E-Commerce. According to a large scale point of view, web based business is no longer restricted to the business field. Not only does it have a close connection to the growth of information technology, but it is also inextricably linked to finance, law, and other aspects. On the microlevel, internet business has changed the traditional business design with the assistance of data technology, and it has achieved changes that can't be ignored for the whole ware flow chain .

E-commerce's stage of development.

The advancement of internet business depends on the utilization of organization technology in this field. E-commerce's continuous improvement has been driven by the rapid advancement of information technology. All units in the business improvement chain have achieved direct contact through the Web, which has enormously changed the definition of business activities . Almost all economies view e-commerce as a crucial development point at this point. In terms of employment, economic vitality, and other benefits, e-commerce has also paid off. However, the level of e-commerce in many developing nations is lower due to its high dependence on information technology and serious deficiencies in security and consumer demand analysis

The Fundamental Qualities of Internet business: E-commerce is a novel form of transaction that shares the fundamental characteristics of the following: Universality. All things considered, it discreetly affects our production and lifestyle. And demonstrating the diversity of subjects, almost every kind of unit and person meets the requirements to become the main body of e-commerce Convenience Individuals can without much of a stretch execute regardless of where they are in the electronic exchange process. Since the transaction technique for web based business takes on electronic compensation ment, in principle, for however long it is a region covered by the Between net, effective exchanges can be completed. This method converts conventional types of cash into advanced information, greatly speeding up transactions.. It is able to fully utilize a variety of human and material resources, effectively integrate human operation with information processing, and enhance the system's integrity. Multiple departments must work together on its development. Security The most crucial aspect of conducting transactions is security. What's more, this is one of the significant factors frustrating the fast advancement of e-commerce

.Normal Issues of Internet business. Rigorously speaking, the issues looked by the internet business levels at various stages are likewise very different. Yet, all in all, the common problems in the advancement of online business are as per the following: When it comes to the development of e-commerce levels, businesses are unable to match their actual requirements and capabilities, supporting logistics construction is developing slowly, and electronic payment security cannot be effectively guaranteed.

Classification of E-Commerce models by Transaction Type

(1) The scope of transactions has greatly expanded under the e-commerce mode, and a slew of brand-new electronic transaction modes have emerged, serving as a crucial dividing line between the various e-commerce modes. However, the prototype can still be found in the conventional trading model, such as direct and indirect trading, whether the traded goods are real or virtual, and so on.

(2) Classification Based on the Identity of the Transaction Subject At this stage, the members of web based business can be divided into 9 principal classifications. However, in reality, these subjects' identities frequently overlap. According to the Classification of Business Functions, brokers can hold other positions and be further subdivided based on their professional content, such as B2B and B2C, which are common classifications based on the identity of the transaction subject at this stage (3).

There are three types of e-commerce models: business models based on product sales, sales services-based business models, and information-based business models.

E-Commerce Model Core Business and Income Source Comparison

Indeed, even in the method of web based business, the success of the exchange can't be isolated from the two important parts of items and administrations, which are the core upsides of the exchange. Accordingly, the specific business center and income sources, Mobile business intelligence system model design. Data-driven design approaches are typically used in data warehouse modeling.

Limitations and Issues in Online business

Dissect the issues of internet business in view of the substance of the polls filled in by bystanders and the real circumstance. We can know that trade actually has the accompanying issues: Environmental conditions are still in their infancy, security is low, funding issues, logistics issues, and electronic payment issues persist. The specific circumstance is displayed in Table 3: The development environment for e-commerce is favorable, but the issue of regional imbalance in e-commerce development is more serious. Second, e-commerce still suffers from a lack of security; consequently, its growth has the potential to enhance both the security of funds and the privacy of internet users.

The Advancement Course of Internet business.

According to the substance of the survey, some web based business developments proposed by bystanders need to focus on the following viewpoints: market research, the model of service outsourcing, brand and technological innovation, the division of labor and cooperation in businesses, the logistics business model, etc. Table 4 shows the particulars: As displayed in Figure 3, we can find that 12 individuals attach great significance to coordinated operations. Second, they concur with the division of labor and brand development. Likewise, a small number of individuals don't give a lot of consideration to market research, etc. Market research, the service outsourcing model, brand and technological innovation, enterprise division of labor and cooperation, and the logistics enterprise model are all crucial links for the development of e-commerce.

III. CONCLUSION

Artificial intelligence is a science that spans the social sciences, natural sciences, and biotechnology. In this perplexing and testing research, canny navigation is a vital and meaningful learning discipline. E-commerce will greatly benefit from the advancement of artificial intelligence. Intelligent e-commerce decision-making design can make its sales method easier to use. This research adopts the technique for poll overview, gets a handle on the bar chart's perception of web based business improvement at this stage, and figures out the procedures of different kinds of enterprises to foster internet business as per their viewpoints. The results of this article's questionnaire survey indicate that there is an increasing number of Internet users, that the environment is favorable for the growth of e-commerce, and that more in-depth research on logistics is required. In the accompanying examination, I will delineate and break down the ongoing circumstance of online business improvement in specific endeavors or regions through case investigation, wanting to draw more designated development procedures.

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