Artificial Intelligence in E-Commerce: A Prospective View and Agenda

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Resumo

As one of the major vectors of change, artificial intelligence (AI) went from a futuristic cinematographic hope to become an almost basic resource of many devices that we now carry in our own pockets. The relevance of AI is proven not only by its frequent use in everyday life and its ability to provoke great deals of change, but also by the versatility of applicable techniques in every sector of economic, social, and civilian spheres. In our study, we present a bibliometric review on papers from 2009 until 2019 that summarize the studies on the field, focusing on the use of AI on e-commerce. Our findings are consolidated into a three-stage model that fits the academic production of the period into the antecedents, the implementation and the impacts of IA into businesses and consumers. The results reveal that the AI topic has been investigated with fragile consolidation and little collaboration among the authors. The overall impression is that this initial stage of AI on e-commerce?s academic production is very concentrated in the study of the technologies and methods into the resolutions of problems or optimization of corporative processes.