

***Journal of Electronic Commerce Research***  
**Special Issue on Development of AGI in e-commerce**

## **Introduction**

Artificial intelligence (AI) is an important integral part of e-commerce. The use of AI in various forms of AI-powered tools (e.g., chatbots, smart search, personalized product recommendations, and demand forecasting) provides extensive benefits by increasing efficiency, automating processes, and boosting profits (Ge et al., 2021; Luo et al., 2019; Tong et al., 2021). With the launch of ChatGPT, we have witnessed the huge potential of Artificial General Intelligence (AGI) triggering transformative changes in the e-commerce industry (Dwivedi et al., 2023). E-commerce giants including Taobao, JD, and Amazon are deploying AGI applications to enhance consumer experiences. For instance, Amazon has deployed AGI to summarize all the online reviews of a product to present all the product quality information together, thereby helping consumers make a faster purchase decision. With the support of AGI, Taobao and JD have employed digital live streamers to promote products. Moreover, the newest introduced Sora system can generate realistic and imaginative scenes from text instructions, which may revolutionize the content creation ecosystem in the e-commerce industry.

Undoubtedly, AGI has injected vitality into e-commerce. The application and development of AGI in e-commerce have attracted considerable attention from academic communities and practitioners. On the one hand, AGI allows e-commerce businesses to improve their profitability and effectiveness. It has automated many processes of e-commerce businesses, including personalized marketing campaigns and recommendations. On the other hand, the application of AGI in e-commerce also yields negative consequences related to trust, responsibility, fairness, discrimination, privacy, ethics, and unemployment.

This special issue calls for the various research perspectives and the latest trends of AGI in e-commerce. This special issue is interested in novel and thought-provoking contributions about the impact of AGI on the e-commerce industry across all levels and domains. We welcome extensive research on related issues without any constraints in terms of theory, method, or context. Topics that are of interest to this special issue include, but are not limited to:

- Future trends of AGI development in e-commerce
- Case studies on the application of AGI in e-commerce
- Digital humans in e-commerce
- Impact of AGI on consumer behavior
- Impact of AGI on sale performance
- AGI-powered agents' adoption and acceptance in e-commerce
- Innovative applications and new methods of AGI in e-commerce
- Dark side of AGI in e-commerce
- Social and ethical governance of AGI
- Application of AGI in logistics operations
- Impact of AGI on consumer decisions
- Human-AGI collaboration
- Impact of AGI on employee performance

- Bias, discrimination, and fairness in AGI systems
- Transparency and explainability of AGI
- Trust and accountability of AGI
- Privacy and data breaches relevant to the usage of AGI
- Strategies for responding to AGI
- Technical design for AGI deployment

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#### **Submission Instructions:**

All papers should be submitted as a WORD document (in Microsoft Word format) to [xusen.cheng@ruc.edu.cn](mailto:xusen.cheng@ruc.edu.cn) and carbon copy to the Editor-in-chief, Professor M.Y. Kiang (e-mail: [Melody.Kiang@csulb.edu](mailto:Melody.Kiang@csulb.edu)). Authors should follow the submission guidelines at <http://www.jecr.org/node/324> when preparing the submission. All papers will undergo the journal's standard double-blind review processes.

#### **Important dates:**

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