

Digital Innovators: Artificial Intelligence

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Abstracts

AI has embedded itself in each aspect of e-commerce, offering endless opportunities. It promises lucrative prospects for companies with real-time data, and consumers a seamless experience. In a world where innovation is key to staying relevant, AI is more than ever an innovator's game. But as automation and image recognition thrive, how comfortable are consumers with sharing their identity? Are strategies heading back towards a 'human in the loop' approach? Questions which are here addressed.

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