

Chapter 3

Meta–Analytic Review on Classification of Electronic Commerce Research


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ABSTRACT

The review underscores the evolving nature of consumer preferences and expectations, driven by technological advancements, urbanization, and changing lifestyles. The authors meticulously analyze existing literature, presenting a synthesis of key findings, design frameworks, and research agendas. By examining a broad spectrum of academic publications, this review identifies key trends, methodologies, and thematic areas that have shaped the evolution of e-commerce research. The study encompasses peer-reviewed journal articles, conference papers, and other scholarly works published between 2002 and 2023. Despite the benefits, e-commerce adoption comes with challenges, such as cyber security threats, technological obsolescence,

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and resistance to change within the organization. To mitigate these risks, companies must adopt comprehensive cybersecurity measures, stay updated with technological advancements, and foster a culture of continuous improvement and innovation.

INTRODUCTION

In academia, the rise of computational social science has led to the development of interdisciplinary research that combines insights from computer science, economics, sociology, and marketing (Abdel-Karim et al., 2021). Scholars can now test theories at scale, validate hypotheses with real-world data, and uncover insights that can inform public policy and business strategy. Studies on online consumer behavior can reveal how social influences, such as reviews and ratings, affect purchasing decisions, leading to better-designed e-commerce platforms that enhance user engagement and satisfaction. In the business realm, e-commerce companies are harnessing computational social science to gain a competitive edge. By analyzing customer data, businesses can tailor their marketing efforts, personalize recommendations, and optimize pricing strategies (Arumugam et al., 2023).

Predictive analytics helps in inventory management by forecasting demand and reducing stockouts or overstock situations. Moreover, understanding social media interactions and sentiment analysis allows companies to gauge public perception and respond proactively to customer feedback (Arumugam et al., 2023). The shift towards computational social science in e-commerce also raises important ethical and regulatory considerations. Additionally, the use of algorithms and AI in decision-making processes must be transparent and fair to avoid biases and ensure consumer trust (Arumugam et al., 2022). Electronic commerce, or e-commerce, has become a pivotal area of research, encompassing a broad range of topics that reflect its profound impact on global business practices, consumer behavior, and technological advancement (Bawack et al., 2021).

The field of e-commerce research is inherently interdisciplinary, bridging insights from economics, information technology, marketing, and sociology to explore how digital platforms are reshaping commerce. One major focus of e-commerce research is consumer behavior in digital marketplaces. Researchers analyze how factors like website design, user experience, personalized recommendations, and online reviews influence purchasing decisions (Bo et al., 2007). Understanding these dynamics is crucial for businesses aiming to optimize their online presence and increase conversion rates. Studies have shown that elements such as ease of navigation, payment security, and mobile accessibility significantly impact consumer trust and satisfaction, which in turn affect sales performance (Cao et al., 2023). Another critical area of e-commerce research is the technological infrastructure that

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