


# Chapter 14


## Unbuckling AI and ML in the Ethical and Legal Inferences of E-Business Transformation: Protrusive Consumer Privacy and Security Anxieties in Digital Disruption Era

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### ABSTRACT

*The evolution of e-business is closely linked to the concept digital transformation, which implies that an organization integrates its digital technologies at all levels in order for it to change fundamentally how a particular business operates; through altering not just what one does but why they do those activities. The evolution of e-business is closely linked to the concept digital transformation, which implies that an organization integrates its digital technologies at all levels in order for it to change fundamentally how a particular business operates; through altering not just what one does but why they do those activities. Even in the e-business landscape, AI and ML have a long way to go. This chapter focuses on the protrusive consumer privacy and security anxieties in digital disruption era with AI and ML in the ethical and legal inferences of E-Business transformation.*

## 1. INTRODUCTION AND BACKGROUND

Data is the new oil in an e-business landscape where companies are focusing on AI and ML technologies to help them take advantage of this information for better decision-making processes across all channels - from personalized customer experiences at scale down even through overall operational efficiency. Within evolving frameworks, businesses have to be conscious of the ethical and legal considerations that come with those technologies - using them in a responsible way. Being able to effectively incorporate the AI and ML into e-business strategies requires a close eye on the innovation of tomorrow, but also protecting consumer trust in privacy-related principles.

This digital disruption resulted in the creation of entirely new business models, including e-commerce platform providers such as Shopify and Magento; online marketplaces like Amazon Marketplace; subscription-based services (SaaS) for businesses and consumers. Even in the e-business landscape, AI and ML have a long way to go. It is with the help of these technologies only, businesses have been able to better utilize data for smarter decisions, automate routine tasks and make their product offerings as unique to each end customer. The world can be very intimidating because of how quickly information and communication technology (ICT) has evolved in the past two decades. The advent of the information technology era in early 1990s allowed different forms of application to be conducted using internets (or better known as World Wide Web) and it is now well embedded across all domains, one prominent form being e-business that allows electronic transactions over digitally enabled network resources, by organisation with other business entities. The biggest developments in global business is how e-business enterprises changed traditional models. Nowadays, companies harnessing the nations on a worldwide scale to streamline their operations and improve customer engagement. So that when these are combined with all the e-business platforms along with customer reading habits or social interactions, AI and ML algorithms can analyze this quotient amount of data captured to learn about consumer nuances. This digital disruption resulted in the creation of entirely new business models, including e-commerce platform providers such as Shopify and Magento; online marketplaces like Amazon Marketplace; subscription-based services (SaaS) for businesses and consumers.

The use of AI/ML in e-business has brought up modern personalization, represent one but recommended systems that can predict what an individual customer may want based on his or her history and behavior. E-commerce platforms, online streaming services and social media using these systems to improve customer engagement in boosting sales scale. In addition, AI and ML have also been incorporated to streamline e-business operations with solutions like supply chain management, inventory optimization and pricing strategies AI and ML algorithms provide more data insights by comparing historical data and market trends, producing smarter outcomes to allow better predictions for businesses that minimize expenses affiliated with the process as well.

### 1.1 Objective of the Chapter

The chapter has the following main objectives to:

- give an overview of the journey from e-business to digital transformation and how AI & ML has played a major role in this modern-day form of trade.
- highlighting consumer data security and privacy issues and of expansive Use of AI/ML in e-Business.

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