


# Chapter 3

## Harnessing Artificial Intelligence for Personalized E-Commerce Strategies in International Business Expansion

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## ABSTRACT

*Artificial Intelligence is reshaping personalized e-commerce and global growth, blending machine learning, predictive analytics, and newer models like LLMs and LAMs is turning shopping into an experience that feels culturally tuned - opening fresh international paths along the way. Studies show ultra-local personalization can boost engagement by 28–42% and reduce market entry timelines by 40–60%. Yet, this advancement brings ethical and operational challenges that differ by region. Based on extensive literature, this work proposes practical - if sometimes messy - frameworks addressing technical, ethical, economic, and legal aspects. Leading brands report NPS increases of 18–35% and internationalization cost cuts of 22–37%. More than automation, AI emerges as a strategic tool, especially when guided by human insight and cultural awareness. Success hinges on balancing global ambitions with local relevance, where AI acts both as a growth driver and a cultural bridge.*

## 1. INTRODUCTION

Digital technologies have completely upended how companies tackle global marketing - it's not merely about shiny new channels but more about reinventing the bond between brands and their audiences (Almeida, Costa, & Rodrigues, 2023). In the past, messages were aimed at huge swaths of people, but now, thanks to AI, businesses can whip up shopping experiences that feel uncannily tailored, almost as if they predict what you need before you even ask (Gupta, Kumar, & Khurana, 2024; Menzies et al., 2024).

Global expansion these days is a mixed bag. On the one hand, it's simpler to step into fresh markets; on the other, things get decidedly more tangled. Companies are expected to get a grip on cultural quirks, deploy cool tech like augmented reality or spatial computing, and all this while juggling local tastes and a maze of legal requirements (Ma, Jiang, & Yuan, 2024). AI, then, isn't just another gadget; it's more like a business partner that shifts strategies on the fly to match ever-changing consumer expectations in today's multicultural scene (Alves et al., 2024b; Wang, Zhao, & Lin, 2024).

Of course, blending Artificial Intelligence (AI) with international growth isn't all smooth sailing. There's a rugged side: controlling data flows across borders, coping with imbalances between what you invest and what you get back, wrestling with unpredictable costs, and steering through regulations like GDPR, LGPD, PIPL, etc. These issues can really weigh on how practical and effective your AI-enhanced personalization might be (Holzhausen, 2024; Eid et al., 2024).

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