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Role of Artificial Intelligence Demand in

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AbstractThe advent and incorporation of technology in businesses have reformed operations across industries. Notably, major technical shifts in e-commerce aim to influence customer behavior in favor of some products and brands. Artificial intelligence (AI) comes on board as an essential innovative tool for personalization and customizing products to meet specific demands. This research finds that, despite the contribution of AI systems in e-commerce, its ethical soundness is a contentious issue, especially regarding the concept of explainability. The study adopted the use of word cloud analysis, analysis, and concordance analysis to gain a detailed understanding of the idea of explainability as has been utilized by researchers in the context of AI. Motivated by a corpus analysis, this research lays the groundwork for a uniform front, thus contributing to a scientific breakthrough that seeks to formulate Explainable Artificial Intelligence (XAI) models.

Keywordsartificial intelligence; automation; e-commerce;

machine learning; big data;

customer relationship management (CRM)

Introduction Technological advancement continues to create new

opportunities for people across a variety of

Industries Technology <sup>1</sup> helps to improve the efficiency, quality, and cost-effectiveness of the services

provided by businesses. However, technological advancements can be disruptive when they make conventional technologies obsolete. Neha et al.

assert that cloud computing, blockchain, and AI are the current developments that may create new opportunities for entrepreneurs. The computer systems

are also influencing and improving interactions between consumers and business organizations.

Thus, the shift towards the improved use of technology has led to the creation of intelligent systems

that can manage and monitor business models with reduced human involvement. AI systems that demonstrate an ability to meet consumers' demands in different sectors are necessary for the current economy [

2

].

Proposed Method Figure 1 Below is an overview of the proposed method used in the study. In the research

approach, the researcher utilized word cloud analysis. Data were collected from two databases, namely Cognitive Science Society and Neural Information Processing Systems. Finally, the collected data were analyzed through normalization of the frequency of the 'explainability' term, Voyant analysis, and concordance analysis.

**Results**The word cloud plots (Figure 2a,b) are an easy way of understanding the composition of the 'explainability' concept and the related semantic meaning across the ML-driven databases chosen for this study. Here, essential words were perceived as those that first appeared in a 20-word window following a search of the term 'explanation'; such words also had a frequency above the average level. In Figure 2a, it is evident that the corpus reveals the prominent words as use, explanation, model, and emotion. Other notable words are learn and the system. The corpus (in Figure 2b) shows well-known words as model, learn, use, and data. Other prominent words are method, task, infer, and image. There are also essential words such as decision and prediction appearing within the 20-word window. Thus, the AI community in Figure 2a describes the term explainability as being related to words such as use, explanation, and

model, among others, suggesting an emphasis on using system models that enhance learning, explanation, decision making, and prediction.

**Discussion**The findings from the results highlight critical tenets regarding the concept of explainability in AI.

From the results, it is evident that specific keywords were prominently featured compared to others.

Notably, words such as 'use'

,

'explanation'

, and

'model'

, as highlighted in Figure 2, confirm increased

usability

**Conclusions**The study's main purpose was to lay the foundation

for a universal definition of the term

'explainability'. The analyzed data from the word

cloud plots revealed that the term 'explainability' is

mainly associated with words such as model,

explanation, and use. These were the most

prominent

words exhibited in the corpus generated from the

word cloud.

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