Editorial

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Biographical notes: Fen Gao received his Bachelor's in Computer Science from the Hunan University in 2003, his Master's in Management Science from the Wuhan University in 2006 and his PhD in Management Science from the Wuhan University in 2011. Currently, he is a Fully Professor in the School of Economics and Management, Chongqing University of Arts and Sciences, and his research included AI and it is application in management and economics.

E-commerce marketing is based on an extensive knowledge resource and is very important for achieving sales and supply chain successes among business and consumer entities. After the boom of the e-commerce period, users of e-commerce sites have reached saturation. Enterprises that only rely on the site's navigation or search systems have been unable to meet the needs of users. Social e-commerce, which combines social media with traditional e-commerce, has become a mainstream trend. Artificial intelligence (AI) is creating amazing opportunities for sustainable computational social networks in these e-commerce marketing sites.

The major inputs in such an intelligent computational framework will include the knowledge of customers, the knowledge of the user database, and information on the demand and supply dynamics of the external market scenarios. Additionally, such practices and implementations will enhance the organisational behaviour, performance, and competitiveness of business entities in their sectors and economies. AI offers a lot of advantages across customer, user, and market knowledge databases. For instance, AI solutions can offer a descriptive and extensive profile on the potential clients and customers for an organisation or a business. The customer relationship operations and processes can be further enhanced through the application of machine learning algorithms and predictive intelligence. These might require social network inputs such as frequency of purchases, size of purchase, web browsing behaviour, demographic and psychographic characteristics, purchase history, etc. Similarly, in user knowledge representation, social network inputs, such as the needs, preferences, behaviours, and due diligence of the clients, will be collected, analysed, and processed for the efficient and smooth functioning of e-commerce marketing operations.

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