

# Preface

The integration of Artificial Intelligence (AI) and Machine Learning (ML) is revolutionizing e-commerce, digital marketing, and supply chain systems. These technologies enable businesses to offer personalized customer experiences, optimize marketing strategies, and streamline supply chain operations. AI-powered tools and algorithms facilitate data-driven decision-making, improve operational efficiency, and enhance customer satisfaction. As digital transformation accelerates, understanding the potential applications of AI and ML in these domains is crucial for organizations aiming to maintain a competitive edge. This chapter explores the impact of AI and ML on e-commerce, digital marketing, and intelligent supply chains, highlighting key innovations and challenges.