MAKERERE UNIVERSITY BUSINESS SCHOOL
- MASTER OF BUSINESS ADMINISTRATION

COURSEWORK ASSIGNMENT

Course Name : e-Commerce
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GENERAL INSTRUCTIONS

This group assignment is aimed at helping you understand a topic on e-commerce that you are undertaking this semester. You are required to write while citing sources using the APA format. DO NOT COPY AND PASTE. Your work will be subjected to anti-plagiarism test and if found guilty, the university rules will apply.

The final product of this assignment is a publishable research paper. You will also present your paper during the lecture and be assessed.

This assignment carries 40 marks

Submit your full paper and presentation by 5:00PM Wednesday 3rd, July 2024 via submission link: https://mubsep.mubs.ac.ug/mod/assign/view.php?id=46001. Late submission will be penalized.

GROUP VI

Paper on use of Retail Chatbots in e-commerce (Sample topic: Consumer adoption of chatbots in the e-commerce industry for customer Experience)
a. **Introduction**
- Write three pages of literature review on the history of e-commerce while highlighting the following;
    o Customer care and support, and its evolution in e-commerce
    o The emerging use of applications such as chatbots for customer experience
    o How have the business organizations perceived the need for use of chatbots and why?

- o Provide the case of this perception by Ugandan businesses and the value attained.
- o Are there companies supporting in this kind of service provision? What are the models of provision? How are they contributing to business growth through improves customer experiences?
- o What are the existent challenges for Ugandan businesses to fully exploit use of chatbots in e-Commerce?

b. **Methodology**
- Write two pages on systematic literature review for technology research and show how you used it to prepare this paper (Be emphatic on citation of authentic paper sources
- Write a one-page literature review on case study research methodology for e-commerce and application and use of chatbots.

c. **Findings**
- Present your findings on how Ugandan and/ or other companies are using chatbots as an e-commerce strategy for customer experiences.
- Comparative assessment of chatbots against other tools
    - o Identify other forms of tools/ techniques for enhancing customer experience strategy by companies and present their cases of as successful application. The data must be factual. Please avoid assumptive writing.
    - o Use a matrix analysis method to show the application and support of chatbots against other customer experiences support tools or methods. Use several metrics such as service automation, chatbots experience score, application strategies, bounce rate, retention rate, leads captured, customer satisfaction and any other.

d. **Discussion**
- Discuss the findings in relation to the literature. Limit this to a maximum of 2 pages

e. **Conclusion and recommendations**
- Prepare a two pages conclusion and recommendations for effective application and use of chatbots as e-Commerce strategy for customer experience.

f. **References**
- All cited sources should be listed here using APA format

Presentation
- Prepare a 1 hour presentation in PowerPoint from your paper above.