

**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 3<sup>rd</sup>, July 2024 via submission link: <https://mubsep.mubs.ac.ug/mod/assign/view.php?id=46001>. Late submission will be penalized.

**JINJA GROUP C**

**PAPER ON ARTIFICIAL INTELLIGENCE FOR E-COMMERCE**

**Introduction**

Write three pages of literature review on the history of Artificial Intelligence while highlighting the following

- When did business organization realize the importance of Artificial Intelligence and why?
- How are businesses using Artificial Intelligence tools for competitive advantage?

- How is Artificial Intelligence being applied by e-Commerce platforms to help customers access goods and services?
- Which Artificial Intelligence tools are being used by Ugandan businesses to promote goods and services and how?
- What challenges have Ugandan businesses faced in using different Artificial Intelligence tools?

### **Methodology**

Write two pages on systematic literature review for technology research and show how you used it to prepare this paper

Write a one-page literature review on case study research methodology for e-commerce and Artificial Intelligence

### **Findings**

Present your findings on how e-commerce companies are using Artificial Intelligence to foster their businesses

### **The case of Alibaba**

Which Artificial Intelligence tools are being used by Alibaba and why?

How is Alibaba using different Artificial Intelligence and related tools?

How effective is the application of multiple Artificial Intelligence tools by Alibaba?

### **The case of Jijji Uganda**

Which Artificial Intelligence tools is Jijji using to improve customer experience?

How is Jijji using different Artificial Intelligence and related tools?

How effective is the application of Artificial Intelligence and related tools by Jijji Uganda?

### **A comparative study of Alibaba Vs. Jijji**

Use a matrix analysis method to show the differences between Alibaba and Jijji Uganda in terms of Artificial Intelligence tools used, application strategies, technologies, effectiveness, and any other metrics necessary.

### **Conclusion and recommendations**

Prepare a two pages conclusion and recommendations for effective application of Artificial Intelligence tools by e-Commerce companies.

### **References**

All cited sources should be listed here using APA format

### **Presentation**

Prepare a two hours PowerPoint presentation from your paper above