

AI-Enabled Information Disclosure and Pricing Strategies on E-Commerce Platforms: A Systematic Literature Review

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Abstract. Artificial intelligence is reshaping e-commerce operations, competition, and governance. This paper presents a systematic literature review—combining bibliometric analysis with structured narrative review—of AI-enabled information disclosure and pricing strategies on e-commerce platforms, covering publications from 2015 to 2026. Bibliometric results show explosive academic growth, with three research streams—information disclosure, personalized pricing, and AI-powered operations management—displaying divergent trajectories driven by technological breakthroughs and policy shifts. Keyword co-occurrence analysis identifies three core clusters: information disclosure, pricing strategy, and platform quality. The review synthesizes contributions across three dimensions: disclosure content and transparency design, AI-driven pricing and competition, and consumer trust with supply chain optimization. Findings indicate that although the three sub-fields share the "AI + e-commerce" technological context, they diverge in theoretical foundations and policy concerns, lacking systematic cross-domain integration. The paper concludes by identifying research gaps and proposing an integrated "disclosure–pricing–performance" framework for future research.

Keywords: Artificial Intelligence, E-commerce, Information Disclosure, Personalized Pricing, Operations Management, Systematic Literature Review.

1. Introduction

The rapid advancement of artificial intelligence (AI) is profoundly reshaping the operational models and competitive dynamics of e-commerce platforms. From information transparency to transaction pricing, and further to the multi dimensional restructuring of supply chains and consumer behavior, AI technologies have become deeply embedded in every facet of the e-commerce ecosystem. The essence of digital technology lies in converting information into bits, a shift that systematically reduces five core economic costs—search, replication, transportation, tracking, and verification (Goldfarb & Tucker 2019)—thereby providing a new paradigm for integrating information flows, capital flows, and logistics in operations management. These technological changes not only enhance the efficiency of supply–demand matching but also raise profound concerns about consumer privacy, algorithmic fairness, market collusion, and social welfare distribution, positioning this field as a vital growth area at the intersection of operations management, information systems, and marketing.

In recent years, a substantial body of academic research has accumulated on the application of AI technologies in e-commerce contexts. A preliminary review of the extant literature suggests that these studies can be broadly categorized into three concentrated thematic areas: product information disclosure, which emphasizes transparency design and consumer trust mechanisms (e.g., Guan et al. 2026); personalized pricing, focusing on algorithm driven market competition (e.g., Assad et al. 2024); and the intersection of AI with operations management, which addresses supply chain optimization and business model innovation (e.g., Glikson & Woolley 2020). Although these three streams share the common technological context of "AI + e commerce," they differ markedly in their theoretical foundations, research paradigms, and core concerns. Currently, they lack systematic integration.

Against this backdrop, this paper adopts a systematic literature review methodology to comprehensively synthesize research on AI enabled information disclosure and pricing strategies on e-commerce platforms. The literature search primarily covers publications from 2015 to 2026 indexed

in Web of Science and Scopus, prioritizing the UTD24 top tier operations management journals, supplemented by leading SSCI journals in supply chain and e-commerce such as IJPE, TRE, and Omega. Specifically, this paper seeks to address the following three research questions: (RQ1) What knowledge structure and evolutionary trends characterize research in this field? (RQ2) What core topics and theoretical contributions have emerged from each of the different research streams? (RQ3) What potential interconnections exist among these sub fields, and in what directions should future research deepen? By systematically answering these questions, this paper aims to provide a clear theoretical roadmap and directional guidance for subsequent research.

The remainder of this paper is organized as follows. Chapter 2 presents the results of bibliometric analyses, including annual publication trends and keyword co occurrence clustering, to delineate the scale of knowledge production and the structure of research hotspots. Chapter 3 develops a structured literature review along the three identified streams, synthesizing the core issues and theoretical contributions of each. Chapter 4 concludes the study, identifies limitations in the existing literature, and proposes promising directions for future inquiry.

2. Literature Statistical Analysis

2.1. Keywords Analysis

2.1.1. Data Sources and Screening

This paper utilizes Web of Science, Scopus, UTD24 top journals in operations management, and SSCI journals in supply chain or e-commerce (such as IJPE, TRE, and Omega) as the primary retrieval databases. Boolean logic searches are conducted around core keywords including "platform certification," "information disclosure," "personalized pricing," "dynamic pricing," and "supply chain," covering the period from 2015 to 2026. Literature screening is performed based on the following criteria:

First, non-research documents such as conference abstracts, book reviews, editorials, and errata are excluded. Second, only peer-reviewed journal articles and high-level conference papers are retained. Third, a two-round filtering process—an initial screening based on the relevance of titles and abstracts, followed by a full-text re-screening—is conducted to finalize the valid literature sample, ensuring the academic representativeness and thematic focus of the analyzed subjects.

2.1.2. Methodology

This study employs text mining and network analysis methods to analyze literature keywords in order to outline the knowledge graph in this field. First, professional terms in English and Chinese are extracted from the titles, abstracts, and keywords of the literature using regular expressions and natural language processing tools (NLTK, jieba), followed by lemmatization and stemming. Subsequently, text cleaning and noise reduction are conducted based on a multi-level stop-word dictionary to ensure the validity of the analysis objects.

Using the literature as the basic unit of analysis, a co-occurrence network is constructed where nodes represent keywords and node sizes map to the frequency of keyword occurrences. Second, based on the constructed weighted keyword co-occurrence network, the Louvain algorithm is utilized for modularity optimization and community detection to accurately identify key sectors across various research dimensions. Additionally, the Convex Hull algorithm is applied to draw community boundaries, which are then ranked from highest to lowest according to the frequency of the cluster centers. Finally, the network graph is used to visually display the overall structure and thematic communities of the research field, intuitively presenting the cohesive characteristics of research themes and their cross-disciplinary associations.

2.1.3. Cluster Analysis

From a frequency perspective, first, the extremely high occurrences of "Platform," "Pricing," and "Information Disclosure" indicate that current academic attention is highly focused on information

transparency and the impact mechanisms of pricing decisions within the platform economy environment. Second, the high frequency of "Trust" and "Consumer" reflects the academic community's deep concern for consumer welfare, perceived trust, and ethical compliance against the backdrop of the increasing popularization of AI algorithms. Notably, the distribution of terms such as "Intelligence," "Learning," and "Forecasting" demonstrates a macro trend in the field evolving towards AI-driven learning and intelligent prediction.

Table 1. Frequency statistics

Number	Keyword	Frequency	Number	Keyword	Frequency
1	platform	112	7	intelligence	37
2	pricing	97	8	trust	37
3	disclosure	85	9	artificial	33
4	information	71	10	demand	32
5	consumer	45	11	learning	30
6	quality	42	12	forecasting	28

Combined with the analysis of the co-occurrence network clustering map, by filtering out vocabulary with a frequency greater than 5, we obtain five central clusters and one marginal cluster (with a node count less than or equal to 3); thus, the keyword network exhibits a significant sectoral effect. Ranked by frequency from highest to lowest, they are: Information Disclosure, Pricing Strategy, Game based Platform, Product and Consumer Trust, Artificial Intelligence and Effect, and Learning.

Cluster 1 is Information Disclosure: Centered around nodes like Disclosure, Information, Transparency, and Quality, this cluster focuses on the action mechanisms among information transparency, quality signaling, and consumer perception in the e-commerce platform environment, reflecting the continuation and expansion of information asymmetry theory in the digital economy. Cluster 2 is Pricing Strategy: Centered on Pricing, Dynamic, and Discrimination, it covers the strategic evolution of dynamic pricing and price discrimination. Cluster 3 is Game based Platform: Centered on Platform, Game, and Competition, it revolves around market competition driven by the tripartite game among the e-commerce platform, third-party vendors, and consumers. Cluster 4 is Product and Consumer Trust: Centered on Consumer, Trust, and Product, it focuses on the moderating effects of consumer behavior, perceived trust, and product differentiation (e.g., between self-operated products and third-party offerings) on corporate strategies. Cluster 5 is Artificial Intelligence and Effect: Centered on Artificial Intelligence, Algorithm, and Effect, it highlights the application of AI algorithms and their reshaping of market efficiency and industrial structures. Finally, cluster 6 is Learning: Centered on Learning and Reinforcement, it represents the technological direction of data-driven reinforcement learning.

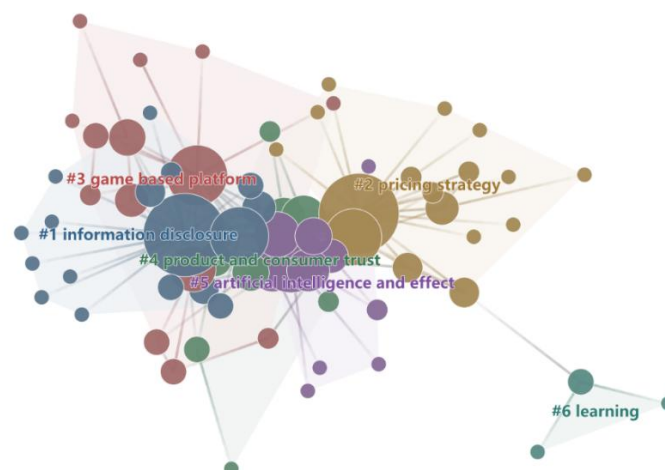


Fig. 1 Low-frequency keyword clustering

Furthermore, by tightening the condition to require a minimum vocabulary frequency of 6, we ultimately obtain three major clusters. Ranked from highest to lowest frequency, they are: Information Disclosure, Pricing Strategy, and Platform Quality. Notably, the Information Disclosure and Pricing Strategy clusters demonstrate network stability and central status under different frequency thresholds.

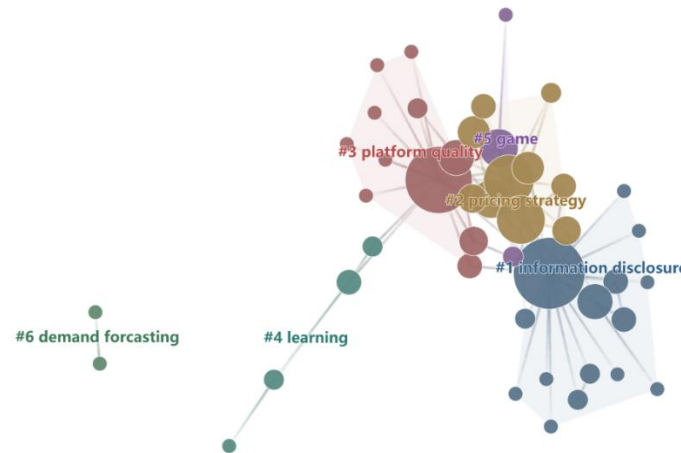


Fig. 2 High-frequency keyword clustering

Based on the aforementioned co-occurrence network analysis, this study divides the literature field into three main sections: information disclosure mechanisms, pricing strategy optimization, and operations management innovation. Next, this paper will focus on these three sections for detailed discussion.

2.2. Annual Publication Trend Analysis

2.2.1. Data Sources and Search Strategy

To comprehensively map the evolutionary trajectories of research hotspots in the field of AI enabled e-commerce information disclosure, we adopted a relatively broad search strategy in the bibliometric analysis phase to obtain a sufficient sample size for visualization. Bibliometric data were sourced from the Web of Science Core Collection. The search timeframe spanned from January 2015 to December 2025, covering 11 complete years. Document types were limited to research articles and review articles, and the language was restricted to English.

Based on the three main thematic areas summarized above, we employed three independent search queries in the bibliometric phase, each corresponding to one of the thematic directions. All searches were executed on August 19, 2026. The specific search strings and their results are detailed below.

Line 1 (AI and Product Information Disclosure), search string:

TS=((AI OR "artificial intelligence" OR "generative AI") AND (transparency OR disclosure OR certification OR trust) AND (online OR retail OR platform OR marketplace))

This query yielded 3,427 relevant records.

Line 2 (AI and Personalized Pricing), search string:

TS=(("dynamic pricing" OR "personalized pricing" OR "algorithmic pricing" OR "price discrimination") AND (AI OR algorithm OR "demand forecasting"))

This query yielded 1,225 relevant records.

Line 3 (AI and Operations Management), search string:

TS=((AI OR "artificial intelligence") AND ("operations management" OR "business model" OR "technology acceptance" OR "consumer trust" OR "dynamic decision" OR "supply chain" OR coordination))

This query yielded 9,116 relevant records.

After the searches were completed, the retrieved bibliographic records were cleaned: duplicate records were removed, and titles and abstracts were screened to eliminate irrelevant records unrelated to e-commerce or retail contexts. The cleaned datasets served as the foundational samples for the bibliometric analyses in this section.

2.2.2. Annual Distribution of Publications

The annual publication counts for the three search lines from 2015 to 2025 are shown in Figure 3. Overall, all three streams exhibited sustained growth over the period, yet they differed markedly in their starting points, growth rates, and absolute scales.

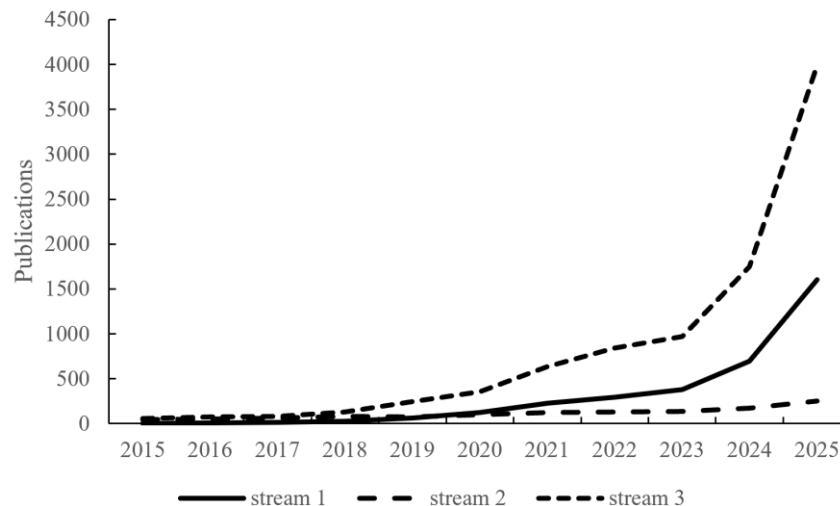


Fig. 3 Annual publication counts for the three search lines (2015–2025)

In terms of scale, the operations management stream (Line 3) consistently ranked first in publication volume, growing from 40 articles in 2015 to 2,000 in 2025—a fifty fold increase over the decade—indicating its position as the primary locus of knowledge production in this field. The information disclosure stream (Line 1) exhibited the fastest growth rate, rising from only 20 articles in 2015 to 1,600 in 2025, with a particularly pronounced doubling between 2024 and 2025. This acceleration reflects how the proliferation of generative AI has made governance issues surrounding information disclosure a prominent research focus. The pricing stream (Line 2) demonstrated the most moderate growth, increasing from 30 to 700 articles over the same period, a pattern that may be attributable to the dual challenges of technical sophistication and ethical sensitivity inherent in pricing research.

The value of analyzing publication trends lies not only in its capacity to depict, at the macro level, the scale and developmental stage of knowledge production, thereby providing essential contextual background for the subsequent literature review. More importantly, it enables the identification of how external environmental forces shape research directions and scholarly attention, as revealed through temporal alignment with key technological breakthroughs and landmark policies. For instance, the exponential growth observed in both the information disclosure and operations management streams after 2022 clearly coincides temporally with the release of ChatGPT—a synchronicity that is hardly coincidental, but rather reflects how nimbly academic inquiry responds to real world technological shifts.

2.2.3. Academic Impact Analysis

Beyond publication volume, the scholarly impact of the literature in this field merits equal attention. Citation counts serve as a proxy for the recognition and dissemination breadth of research outputs within the academic community. Whereas publication volume answers the question of "how much research is being conducted," citation frequency further reveals "whether that research has garnered attention."

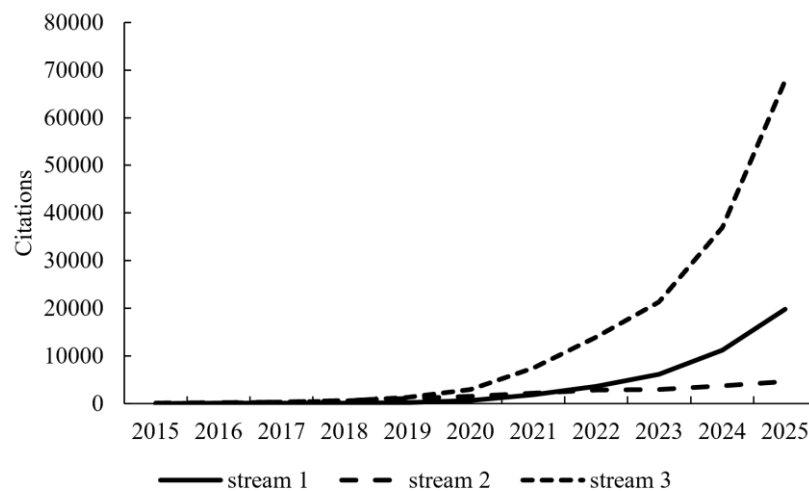


Fig. 4 Annual citation counts for the three search lines (2015–2025)

The operations management stream (Line 3) similarly dominated in terms of annual citation counts, rising from 17 in 2015 to 67,736 in 2025. Its citation curve has exhibited exponential growth since 2020, resonating with its rapid increase in publication volume, indicating that this stream not only produces the largest output but also commands sustained and extensive scholarly influence. In terms of cumulative impact, this stream achieved a total citation count of 211,385, an h index of 181, and an average of 23.19 citations per article—the highest among the three lines on all these metrics.

The information disclosure stream (Line 1) displayed a characteristic pattern of delayed but accelerating citation growth. Its total citation count reached 60,375 with an h index of 107, reflecting the high salience and strong timeliness of information disclosure issues in the current academic environment.

The pricing stream (Line 2) showed the most gradual citation growth, from 28 citations in 2015 to 4,586 in 2025. Its total citation count (23,246) and h index (71) were the lowest among the three streams, consistent with its smaller publication volume and slower growth trajectory. This suggests that, although this direction has accumulated sustained theoretical contributions on sub topics such as algorithmic fairness and consumer welfare, its overall academic footprint remains relatively limited.

Examining the relationship between citations and publications, the operations management stream, by virtue of its largest output, contributed the predominant share of citations in the field. The information disclosure and pricing streams had similar average citations per article (17.62 and 18.98, respectively), indicating no fundamental difference in per article impact. Notably, the citation curve for the information disclosure stream has steepened significantly since 2022, with a growth rate noticeably faster than that of the pricing stream, reflecting the intensifying scholarly interest in information disclosure issues driven by the rapid proliferation of generative AI.

In summary, the overall research field examined in this paper is in a phase of explosive academic output, with publication and citation counts for all three streams entering a rapid growth trajectory after 2020, and multiple indicators exhibiting doubling growth between 2024 and 2025. Second, the three sub directions display a differentiated landscape: the operations management stream consistently leads in both output and impact, serving as the foundational engine of knowledge production; the information disclosure stream, though the latest to take off, demonstrates the strongest growth momentum, reflecting the emergence of transparency and governance issues triggered by generative AI as a new hotspot; and the pricing stream, the smallest and most moderate in growth, aligns with its characteristics of high technical barriers and pronounced ethical sensitivities. Third, technological breakthroughs and policy evolution function as twin engines driving academic growth—the surges in publication volume closely align temporally with the implementation of the GDPR, the proposal of the AI Act, and the release of ChatGPT, underscoring the acute sensitivity and rapid responsiveness of academic research to real world technological change and institutional transformation.

3. Literature References

3.1. Product Information Disclosure

Product information disclosure serves as a critical mechanism for mitigating information asymmetry in e-commerce markets and optimizing consumer decision making. This section synthesizes and critically reviews the relevant literature from four perspectives: content strategies for information disclosure, transparency design, the interactive effects of platform certification mechanisms, and the potential negative effects of AI information disclosure.

3.1.1. Content and Strategies of Information Disclosure

The selection of content and the strategic design of disclosure are pivotal issues for e-commerce platforms and third party vendors in optimizing consumer decisions and enhancing transaction efficiency under information asymmetry. Scholars have explored these issues from multiple angles, including product description optimization, blockchain technology applications, and AI identity disclosure.

Regarding the relationship between product descriptions and sales forecasting, Chen et al. (2024) introduced text mining into sales forecasting by constructing an explainable AI framework that integrates WaveNet neural networks with multiple regression. They found that approximately 44% of keyword phrases in product descriptions significantly influence sales forecast outcomes, and incorporating product description text into forecasting models effectively improves predictive accuracy. This study shifts the analytical focus from user generated content to firm controllable product descriptive information, revealing the practical value of product descriptions as a basis for marketing decisions. On the dimension of ensuring information authenticity, Wang et al. (2023) introduced blockchain technology into the context of extended pre sale periods in e-commerce, constructing a tripartite game model involving an e-commerce platform and two competing third party vendors. They found that both the strategy of neither vendor using blockchain and the strategy of both using blockchain constitute equilibrium solution sets, with the specific choice depending on consumer trust in disclosed information and the cost coefficient of blockchain application; when the two vendors tend toward homogeneity, both will adopt the blockchain using strategy exclusively.

With respect to AI driven information disclosure strategies, Ding et al. (2025) employed game theoretic modeling to analyze the choice of whether third party vendors should disclose their AI service identities. They found that in markets where sophisticated consumers capable of recognizing AI constitute a high proportion, non disclosure strategies become ineffective due to their difficulty in remaining hidden; whereas in markets dominated by consumers lacking such recognition capability, when AI service quality is low, disclosure remains the preferred strategy to avoid potential backlash. From the perspective of platform institutional design, Gambato and Peitz (2025) analyzed how platforms can design institutional frameworks for voluntary consumer to seller information disclosure, revealing that platforms and sellers tend to restrict the disclosure of consumer valuation information to maximize their own payoffs, whereas consumers prefer richer information disclosure spaces. Chang and Chen (2026), drawing on signaling theory, treated information disclosure transparency as a costly diagnostic signal and empirically tested a dual mediation pathway through which information transparency curbs consumer purchase hesitation by reducing both seller uncertainty and product uncertainty. Collectively, these studies—spanning product description content mining, blockchain based authenticity assurance, AI identity disclosure games, and platform level disclosure institutions—constitute a rich tapestry of findings on the content and strategies of e-commerce information disclosure.

3.1.2. Transparency Design in AI Information Disclosure

The design of transparency in information disclosure directly affects whether AI generated content can be effectively recognized, trusted, and accepted by consumers. Scholars have systematically explored the format choices, strategic boundaries, and cognitive effects of transparency design from diverse perspectives.

On the comparison of disclosure formats, Shibuya and Amichai Hamburger (2026) conducted a cross national experiment and found that highly salient pre exposure warnings reduce users' perceived accuracy of AI generated content, but this manifests as a global downward adjustment for both truthful and false content rather than selective discrimination; embedded subtle labels primarily increase users' uncertain responses. Individual cognitive orientation and attitudes toward AI explained significantly more variance in perceived accuracy than did disclosure format itself, indicating that the actual effects of transparency design are substantially moderated by users' psychological traits. Wang et al. (2025) further found that transparency disclosure attenuates the positive effect of anthropomorphism on social presence, thereby indirectly reducing consumer trust and purchase intention, although the overall mediation mechanism remained stable across different levels of transparency.

Regarding the strategic boundaries of transparency design, Xu et al. (2024) uncovered the "value of opacity"—when consumer welfare is the objective, strategically withholding information from some users can actually guide them toward better choices and enhance overall welfare, suggesting that the pursuit of complete transparency is not always optimal. Liu et al. (2027) validated the matching effect between transparency and content type: detailed disclosure combined with scene oriented pictures enhances acceptance through increased perceived intelligence, whereas concise disclosure combined with service oriented pictures operates through enhanced perceived authenticity. These studies collectively demonstrate that the effectiveness of transparency design in AI information disclosure depends on complex interactions among format characteristics, cognitive pathways, and contextual factors.

3.1.3. Interaction Between Platform Certification Mechanisms and Information Disclosure

Platform certification mechanisms, as an important instrument through which platforms proactively intervene in quality information governance, have drawn increasing attention regarding their interactive relationship with third party vendors' voluntary disclosure. Dewan et al. (2023), using Airbnb Plus as their research context and employing a staggered difference in differences approach, found that Plus certification increased weekly booking rates for certified listings by approximately 6.8%, while simultaneously decreasing short term booking rates for nearby non Plus listings by 1.4%–1.9%; however, the platform realized a net annual revenue increase of approximately \$37,500 within 2 kilometer radius areas containing Plus listings, revealing both the direct effects and externalities of certification.

On the interaction mechanisms between certification and disclosure, Guan et al. (2026) developed a game theoretic model and found that under a commission based fee structure, platform certification, by setting quality standards that shape consumer quality inferences, simultaneously helps consumers distinguish the quality of uncertified vendors while inducing some medium quality vendors to reduce voluntary disclosure due to their reliance on certification—thus creating a dual effect of information improvement and information reduction. Under a listing fee structure, certification primarily serves an augmenting role. Sun et al. (2026) further introduced AI assisted certification and found that it is not always a dominant strategy—when product matching information exhibits strong spillover effects across vendors, platforms are better off not adopting AI certification.

Hui et al. (2016) leveraged eBay's reputation badges and buyer protection programs to investigate the substitutive relationship between two governance mechanisms, finding that buyer protection reduced the premium associated with reputation badges and increased total welfare by approximately 2.9% through reductions in both moral hazard and adverse selection. Collectively, these studies—addressing the direct effects of certification, its interactions with disclosure, the boundary conditions for AI assisted certification, and its substitutive relationships with other governance mechanisms—delineate a multifaceted landscape of the interplay between platform certification mechanisms and information disclosure.

3.1.4. Normative Issues and Negative Effects of AI Information Disclosure

AI information disclosure does not always yield positive transparency gains; its negative effects in specific contexts have attracted growing scholarly attention. Researchers have examined the potential costs of information disclosure through the lenses of trust penalties, privacy risks, and dehumanization mechanisms.

In the charitable donation context, Liu et al. (2027) uncovered a "relational transparency paradox" in AI disclosure: when donors are informed that suggested donation amounts are generated by AI based on their personal data, this disclosure not only conveys information about the source of the amount but also alters donors' perceptions of the charity's relational orientation, shifting it from "communal" toward "exchange oriented"—making the organization appear more calculative than caring—thereby reducing donation intentions and trust in the organization. This finding suggests that the negative effects of AI disclosure stem not from rejection of the technology per se, but from the implied shift in organizational motives conveyed by the disclosure. Regarding privacy risks in AI disclosure, Dey and Kumar (2026) integrated privacy calculus theory and communication privacy management theory to examine users' willingness to disclose information to anthropomorphic large language models. They found that privacy concerns negatively affect disclosure willingness through perceived risk, whereas privacy control settings, privacy by design principles, and privacy nudges promote disclosure by reducing risk perceptions and enhancing trust, revealing the complex mechanisms of information boundary management and privacy trade offs in AI interaction contexts.

In the advertising domain, Israfilzade (2025) employed a 2×2×2 experimental design and found that the "AI generated" label itself constitutes a negative signal—even when ad content is actually created by humans, being labeled as AI generated significantly reduces consumer trust and purchase intention, with this negative effect being more pronounced for high involvement products, indicating that the trust penalty of AI labeling operates independently of content quality. Grigsby et al. (2025) focused on service advertising contexts and found that AI disclosure reduces consumer trust in service providers and attitudes toward the ad, but when AI is used only to generate "tangible" attributes of the service (e.g., clinic environment) rather than "intangible" attributes (e.g., physician image), the trust penalty can be mitigated, providing boundary conditions for how service firms can strategically employ AI tools. Gu et al. (2026) further revealed the deep psychological mechanisms underlying the negative effects of AI disclosure, identifying "mechanistic meta dehumanization"—consumers' perception that they are being treated as data nodes in a mechanistic system rather than as emotional subjects—together with ad credibility, as a sequential mediation pathway through which AI disclosure reduces brand attitudes, with this pathway being particularly pronounced for emotionally appealing advertisements. Collectively, these studies—spanning charitable giving, privacy management, advertising trust, and dehumanization psychology—underscore the nuanced and often counterintuitive nature of AI disclosure effects, highlighting both its unintended consequences and the boundary conditions under which such effects manifest.

3.2. Personalized Pricing

3.2.1. AI-driven Demand Forecasting and Pricing Model Innovation

With the rapid development of artificial intelligence and big data technologies, research in the field of personalized pricing has gradually expanded from traditional demand forecasting and static pricing to AI-driven strategy optimization and pricing model innovation. Integrating advanced algorithms into demand forecasting and pricing decisions is not only a practical necessity for coping with complex market environments but also the key to reshaping the efficiency of supply and demand matching.

Specifically, AI technologies have demonstrated significant supplementary value to traditional methods in supply chains and retail terminals. Research by Amirkolaii et al. (2017) on the demand for spare parts in service-oriented supply chains showed that the surge in the number of stock-keeping units and the increase in target inventory levels highlight the necessity of AI technology in accurate forecasting. Meanwhile, Miklós-Thal and Tucker (2019) pointed out that although more accurate

forecasting might change firms' collusion incentives and price-cutting deviation behaviors, it generally helps to lower overall price levels and enhance consumer surplus. To further clarify the multi-party game relationship among platforms, third-party vendors, and consumers, Chen and Xu (2023) constructed a two-period dynamic game model. They found that third-party vendor quality differentiation and e-commerce platform charging mechanisms jointly shape consumers' strategic behaviors, thereby exerting a profound impact on vendor profits.

Regarding innovations in algorithmic models and application scenarios, scholars' research is rapidly advancing in depth. Karunakaran et al. (2024) proposed a dynamic pricing and demand forecasting framework integrating AI and machine learning, verifying the model's outstanding performance in improving pricing accuracy, maximizing corporate profits, and enhancing customer satisfaction. Building on this, Muvva et al. (2026) focused on online e-commerce platform scenarios and, centering on an uncertainty-aware dynamic pricing framework, confirmed that deep learning demand forecasting not only possesses excellent scalability and real-time response capabilities but can also achieve robust optimization of pricing decisions in highly dynamic market environments. Furthermore, addressing the sustainable development needs of specific vertical domains, Yang et al. (2022) considered customer heterogeneity in quality perception biases and product valuations. They found that a quality-based dynamic pricing model could stimulate demand through low-price strategies, thereby increasing overall profit and effectively reducing food waste.

3.2.2. AI Pricing and Market Competition

The penetration of artificial intelligence in pricing decisions and its impact on the market competition landscape have altered vertical supply chain games, retail ecosystems, and industrial collusion boundaries. Current research on AI pricing and market competition is focusing on revealing the dual effects of algorithms in shaping corporate competitive strategies, exacerbating market frictions, and triggering potential algorithmic collusion.

In the dimensions of vertical supply chain competition and channel encroachment, Zhou et al. (2025) investigated manufacturers' channel encroachment strategies when retail platforms adopt AI-driven pricing. They found that traditional uniform pricing encroachment can no longer improve manufacturer profits; only under specific conditions—such as a higher AI investment level (and robust AI capabilities), lower total costs, and higher consumer valuations—can profitability be achieved through AI-driven pricing encroachment. This reveals the restructuring effect of platform AI capabilities on the vertical equilibrium of the supply chain.

At the empirical and evolutionary level of market competition, an empirical study by Assad et al. (2024) on the retail market found that the profit margin improvement brought about by algorithmic pricing only exists in non-monopolistic markets: unilateral adoption in a duopoly does not change profit margins, whereas simultaneous adoption by both parties increases profit margins by 28%, indicating that AI algorithms significantly weaken market competition. However, using an event study methodology based on e-commerce datasets, Musolff (2026) further revealed the dynamic game mechanism of algorithmic pricing. In the initial stages of algorithmic pricing, frequent repricing intensifies competition and lowers average prices, but companies subsequently develop a "reset" strategy of periodic proactive price increases to induce competitors to follow suit. In markets with fewer than six competitors, this strategy can ultimately cause market prices to rebound by 11.4%, with the average price within the cycle tending towards monopoly levels.

Regarding the mechanisms of algorithmic collusion and antitrust regulation, scholars have utilized experimental and simulation methods to deeply analyze the collusive capabilities of algorithms. Through laboratory experiments studying non-binding algorithmic pricing recommendations, Hunold and Werner (2025) found that while theoretical algorithms spawned more collusive equilibria, average prices did not rise significantly. Conversely, soft-penalty algorithms produced pro-competitive effects, indicating that the collusive effect of non-binding recommendations relies heavily on the design of penalty mechanisms. Gautier et al. (2020) analyzed the capability boundaries of AI participation in price discrimination and tacit collusion, pointing out that price discrimination depended on supervised learning and consumer data, while tacit collusion relied on reinforcement

learning and market data. They also suggested that legal policies should dynamically track technological advancements rather than fundamentally overturning existing frameworks. In contrast, Calvano et al. (2020) confirmed through computer simulation experiments that autonomously interacting AI pricing agents can spontaneously learn to charge supra-competitive prices in repeated Bertrand games and utilize classic collusion strategies to maintain high prices. This demonstrates that AI is more adept at tacit collusion than humans, thereby posing a disruptive challenge to the traditional legal assumption in current antitrust laws that "tacit collusion is unlikely to occur".

3.2.3. Corporate Strategies and Macro Trends in AI Pricing

With the deep industrialization of artificial intelligence technology, AI pricing has not only changed the pricing efficiency of micro-enterprises but has also profoundly shaped macro-industrial ecosystems, business models, and the distribution of social welfare. Currently, academic research is rapidly expanding in depth from the singular evaluation of algorithmic efficiency towards dimensions such as multi-party games, social responsibility, and platform ecological governance.

In terms of business models and service selection, Ning et al. (2026) focused on the pricing models of generative AI services on e-commerce platforms. Through a three-stage game model, they found that when the investment cost coefficient is low and the sales threshold is moderate, a value-based commission model can achieve a win-win situation for both the platform and the manufacturer; however, under high costs, the platform tends to adopt a one-time fixed fee model. At the same time, Liu and Long (2025) investigated algorithm design and data access policies for market analysis services on platforms, pointing out that platforms pursuing commissions might design overly optimistic algorithms leading to a "lose-lose" scenario, whereas allowing third-party analysis services to access data can break this tension. Regarding the strategic equilibrium of API application service providers, Li et al. (2026) proved that API costs can serve as a strategic tool; subscription systems demonstrated greater profit resilience in high psychological cost scenarios, and rising costs will push duopolies to converge towards a monopoly equilibrium. In addition, Guo et al. (2025) constructed a multi-level game model for the security input and price discount strategies of AI cloud service providers, revealing a complex mechanism where security investments and price discounts are complementary under specific conditions and substitutable under others.

Regarding corporate social responsibility, macro welfare, and micro-diffusion characteristics, scholars have begun to focus on the externalities brought about by AI pricing. From a social welfare perspective, Lehr and Restrepo (2026) derived the optimal pricing formula for AI enterprises with social missions, noting that welfarist firms should set prices close to marginal cost levels to expand inclusivity, while conservative firms tend to price above profit-maximizing levels in the short term to mitigate labor market shocks. Wang (2026) further pointed out that the degree of market competition in AI will moderate the entry of socially responsible firms and the dominance of stability concerns. On the adoption motivations and performance of micro-enterprises, Adams et al. (2026) found empirically, based on online recruitment data, that AI pricing jobs have grown exponentially in recent years. Furthermore, companies with large scales, high productivity, and high R&D intensity are more inclined to adopt AI pricing, and this adoption is significantly and positively correlated with growth in enterprise sales, employment, and markup rates.

3.3. AI and Operations Management

With the deep industrialization of emerging digital technologies such as artificial intelligence, big data analytics, machine learning, and distributed ledgers, the research boundaries of traditional operations management have been unprecedentedly expanded. Goldfarb and Tucker (2019) pointed out that the essence of digital technology is the conversion of information into bits, and this fundamental shift has greatly reduced five core economic costs: search costs, replication costs, transportation costs, tracking costs, and verification costs. The systematic decline of these costs has provided a brand-new paradigm for operations management in the integration of information flows, financial flows, and logistics. In the digital economy era, technology is not only reshaping the underlying supply-demand matching efficiency and production scheduling processes, but is also

profoundly changing the deep psychological mechanisms of human-machine interaction, the business model ecosystems of macro e-commerce platforms, and the governance and contract structures of the entire global supply chain.

Combining recent literature, this section will review and comment on the cross-disciplinary research between AI and operations management from three dimensions: consumer trust and technology acceptance, dynamic decision-making and supply chain optimization, and business model innovation and technology empowerment.

3.3.1. Consumer Trust and Technology Acceptance

Against the backdrop of AI systems gradually taking over a large number of traditional service and operational tasks, the perceived trust of consumers and users in algorithms and AI agents directly determines whether relevant technology implementation and commercial transformation are successful. Focusing on the trust mechanism of AI, the academic community has conducted multi-dimensional theoretical construction and empirical testing. Glikson and Woolley (2020) comprehensively reviewed empirical research on human trust in AI over the past two decades, pointing out that human trust in AI can be systematically divided into two key dimensions: cognitive trust and emotional trust. They categorized the manifestations of AI into three types: robotic, virtual, and embedded, identifying that determining the specific manifestation is an important prerequisite for trust development. The paper revealed the important role of AI's tangibility, transparency, reliability, and immediacy in developing cognitive trust, as well as the role of AI's anthropomorphism in emotional trust.

Regarding specific behavioral manifestations of technology acceptance, academic discussions on Algorithm Aversion and Algorithm Appreciation are deepening. Traditional views often suggest that humans innately reject decisions made by machines, but Logg et al. (2019) revealed a different phenomenon through multiple controlled experiments: when making quantitative estimates or subjective preference predictions, the general public actually exhibits significant "algorithm appreciation," preferring to adopt the objective outputs of algorithms rather than easily trusting the advice of other humans. However, experienced professionals often reject algorithmic advice, a behavior that ultimately and objectively impairs the accuracy of their own predictions. Based on this, Dietvorst et al. (2018) pointed out that when people find algorithms to be imperfect in practical operations, they often completely refuse to use them, falling into intense "algorithm aversion". The study proposed a behavioral intervention mechanism: as long as users are granted the authority to make minor modifications to imperfect algorithmic predictions—even if the extent of their modifications is subjected to extremely strict physical limits—this acquisition of a "sense of control" can significantly increase users' willingness to proactively choose algorithms, ultimately and substantially improving the overall decision-making performance of the system.

In the actual commercial application of AI dialogue systems, AI identity disclosure strategies often trigger complex consumer psychological reactions and significant negative operational effects. Collaborating with a large company, Luo et al. (2019) deeply investigated the impact of chatbot identity disclosure effects on actual sales performance. Based on the experimental results, the research suggested that strategically adjusting the timing of information disclosure can effectively mitigate this negative impact. Meanwhile, customers' rich past experience with AI applications can also significantly weaken the resistance caused by identity disclosure. This provides important empirical management insights for enterprises to formulate precise AI interaction strategies and customer stratified marketing.

3.3.2. Dynamic Decision-Making and Supply Chain Optimization

The introduction of AI algorithms and blockchain has greatly improved the decision-making efficiency, transparency, and resource-matching capabilities of e-commerce platforms and supply chains in complex, dynamic network environments. In terms of spatial network pricing and supply-demand matching, the operational optimization of sharing economy platforms has become a hot spot in multi-sided market research. Taking the ride-hailing platform as an example, Bimpikis et al. (2019)

broke through the limitations of previous literature that only focused on dynamic pricing in the time dimension, revealing the decisive role of the "balance" of macro-geographic network demand patterns on the e-commerce platform's overall profit and consumer surplus. The study rigorously pointed out that in highly unbalanced spatial networks of demand, platforms can effectively guide strategic, self-interested drivers to conduct efficient cross-regional scheduling by implementing "spatial price discrimination". This dynamic spatial pricing driven by algorithms not only maximizes the overall profit of the e-commerce platform, but also significantly alleviates the supply-demand mismatch at spatial nodes, ultimately improving the operational efficiency of the entire transportation system.

In addition to direct explicit price interventions, e-commerce platforms can also carry out implicit dynamic cost optimization through underlying algorithmic recommendation systems. Bourreau and Gaudin (2022) keenly discovered in their research on streaming platforms that when different upstream content providers charge different royalty fees, the e-commerce platform will strategically bias its consumer-facing personalized recommendation algorithms, guiding consumers toward content with lower costs for the e-commerce platform. This "traffic shifting" achieved through the computing power of the recommendation system not only optimizes the e-commerce platform's current cost structure, but also endows the downstream e-commerce platform with strong market countermeasures against upstream content providers, thereby forcing the upstream to lower royalty rates in the game. Babich and Hilary (2020) systematically elaborated on the core mechanism of blockchain technology in modern operations management, extracting five core advantages: full-chain visibility, information aggregation across multiple entities, decentralized trustless verification, automation based on smart contracts, and high system fault-tolerance resilience. Through these technological advantages, blockchain can effectively reduce information asymmetry, thereby fundamentally promising to alleviate the "bullwhip effect" in supply chains that has plagued scholars for years. In supply chain risk management applications, blockchain can achieve full life-cycle anti-counterfeiting traceability of products, enabling real-time containment and precise recall when public safety crises occur. At the same time, the study pointed out five major disadvantages and obstacles that blockchain faces in practical applications. In addition, the powerful decentralized authentication of property rights and verification capability of blockchain has promoted the tokenization of underlying supply chain assets, allowing digital claims based on future production capacity and warehousing inventory to circulate with high frequency and low friction in virtual free markets.

3.3.3. Business Model Innovation and Technology Empowerment

Data-driven learning mechanisms, the development of artificial general intelligence, and the evolution of the e-commerce platform economy ecosystem are continuously giving rise to a large number of emerging business models. Agrawal et al. (2019) predicted that the cliff-like drop in costs would reshape the knowledge production function, driving enterprises to undergo complete transformations in their fundamental business models; however, the widespread application of AI also urgently requires policymakers to implement rigorous supporting institutional innovations and policy regulations to alleviate the problem of unequal distribution of social wealth caused by the bias of technological capital.

In specific digital e-commerce platform business model innovations, e-commerce platforms acting as both matchmakers in third-party open markets and directly stepping in as retail vendors selling self-operated products have become the focus of controversy among global antitrust regulators and academia in recent years. Hagiu et al. (2022) constructed a rigorous game theory model to analyze the social welfare impact of this hybrid model, pointing out that the invisible price squeeze imposed by e-commerce platforms on third-party vendors using the dual model can actually produce a catfish effect, prompting a decline in overall retail prices in the market, thereby expanding the pie, increasing the e-commerce platform's overall transaction volume, and allowing end consumers to tangibly benefit. In contrast, targeted regulation against specific anti-competitive behaviors is a better policy choice with higher Pareto improvements. Regarding e-commerce platforms using the exclusive transaction data of third-party vendors to develop their own competitive brands, Choi et al. (2025) pointed out that facing the potential ruthless entry and imitation threat of an e-commerce platform

with a complete information advantage, high-quality third-party vendors may abandon settling in the e-commerce platform due to concerns about future profits being cannibalized. In this case, a high referral fee set by the e-commerce platform can instead serve as a credible "commitment mechanism" for the e-commerce platform to voluntarily abandon entry into the self-operated product market. However, if regulators prohibit e-commerce platforms from entering the self-operated product market or block data sharing within the e-commerce platform, the e-commerce platform may structurally increase referral fees to compensate for the loss of this information advantage and potential expansion options, which will conversely raise barriers, hinder the broad entry of third-party vendors, and ultimately lead to unintended adverse consequences such as decreased product variety and impaired consumer welfare.

Research by Qi et al. (2025) found that while the entry of an e-commerce platform into a specific product segment will bring a "competition effect" that reduces the market share of existing third-party vendors, it will also bring a "spillover effect" that enhances the overall user demand for that category relying on the e-commerce platform's massive public domain marketing traffic and brand endorsement. Under specific structural conditions where the spillover traffic-attracting effect is dominant, independent third-party vendors will even adopt aggressive strategies, proactively carrying out "over-investment" to improve product quality and category popularity, thereby actively inducing the e-commerce platform to enter their product space and leveraging the e-commerce platform's momentum to achieve mutual benefit and win-win outcomes after expanding the pie. Lam and Liu (2023) further supplemented the dynamic perspective of the information game, pointing out that when dominant e-commerce platforms opportunistically and directionally enter based on granular sales data at the category or individual level, independent third-party vendors, in order to avoid being targeted by the e-commerce platform's algorithms due to high sales volume, will strategically reduce the intensity of competition among themselves in the early stages of sales. This mitigation of internal horizontal competition may instead allow all independent third-party vendors to obtain higher net monopoly profit returns over their entire lifecycle. Hagiu and Wright (2023) constructed a multi-period dynamic competition model and pointed out that current global data privacy protection policies aimed at protecting consumer rights, by objectively restricting the low-cost accessibility of overall market data and slowing down the learning rate of the entire industry, will instead deal a fatal blow to new startup entrants lacking initial historical data accumulation, thereby further solidifying and consolidating the monopolistic advantageous position of incumbent tech giants possessing massive historical data barriers.

4. Conclusion

Through a systematic literature review methodology, this paper systematically reviewed and deeply analyzed three major research areas: AI-empowered e-commerce platform information disclosure, personalized pricing, and operations management. Bibliometric results indicate that academic output in this field is overall in an explosive growth phase, and technological breakthroughs and policy evolution are the engines driving the growth of related research. Among them, the AI and operations management direction continues to grow in publication volume and academic influence, constituting the basic foundation of knowledge production in this field; driven by the rapid popularization of generative AI, the AI and information disclosure direction has recently shown exponential and rapid growth; while the AI and personalized pricing direction, although smaller in scale and slower in growth, has also accumulated a solid theoretical foundation on core issues such as algorithmic fairness and social welfare.

On specific research topics, the existing literature demonstrates multi-dimensional theoretical deepening and mechanism exploration. In terms of product information disclosure, studies have revealed the complex effects of AI information disclosure on transparency design, pointing out that strategic disclosure not only needs to match the content type, but also requires vigilance against consumer trust penalties and privacy concerns triggered by perceived "dehumanization". In addition,

there is a dual interactive relationship of substitution or complementarity between the e-commerce platform's proactive certification mechanisms and the third-party vendors' voluntary disclosures. In terms of personalized pricing, research has not only verified the value of AI deep learning in improving demand forecasting and pricing efficiency in complex dynamic markets, but has also deeply analyzed the profound impact of algorithmic pricing in triggering supply chain channel intrusion, inducing tacit collusion, and subverting traditional antitrust regulatory assumptions. Meanwhile, the macro externalities of AI pricing have prompted scholars to begin paying attention to the balance between pursuing inclusiveness and commercial resilience for socially responsible enterprises. In terms of operations management innovation, by systematically reducing the costs of information flow and logistics, digital technologies have reshaped the entire ecosystem ranging from consumer technology acceptance to the business models of macro e-commerce platforms. Studies indicate that technologies like blockchain help alleviate the supply chain "bullwhip effect" and enhance trust, while the hybrid business model of e-commerce platforms and data privacy protection policies have invisibly produced unexpected and complex consequences on the market competition landscape, the access of small and medium-sized third-party vendors, and overall social welfare.

This study also has certain limitations. The literature search in this paper mainly covered authoritative SSCI journals focusing on the fields of operations management and supply chains, which may lead to a failure to fully absorb diverse perspectives from other cross-disciplinary fields. Based on the review in this paper, future research can be deepened in the following directions. Cross-disciplinary integration research across sub-fields should be strengthened to construct an e-commerce platform governance framework with a more global perspective. Regarding cutting-edge technologies such as generative AI, future efforts need to further clarify the boundary conditions and intervention mechanisms when they trigger deep negative ethical effects. Finally, along with the increasingly tightening global data privacy regulations, how to protect consumer data security while avoiding the further solidification of tech giants' data barriers through precise regulation and institutional design at the policy level, thereby preserving innovation and survival space for startups and third-party vendors, will be a major practical issue urgently needing a response in this field.

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