

# Editor's Note

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Smart commerce is an approach that leverages technology and data analytics to optimize business operations, enhance customer experiences, and drive growth. By moving beyond traditional, transactional e-commerce models and embracing data-driven decision-making, businesses can unlock significant competitive advantages and achieve sustainable growth. Smart Commerce is designed to work with your current systems, minimizing disruption to your operations. Whether using a popular e-Commerce platform or a custom-built solution, Smart Commerce can integrate smoothly, enhancing your existing setup rather than replacing it.

Smart Commerce automatically groups customers based on behaviour and preferences for more effective marketing. It helps create and manage loyalty programs that adapt to customer behaviour, encouraging repeat purchases.

The aim of this E-ISSN Journal entitled International Journal of Business and Economics Research (IJBER) to publish special edition titled "Smart Commerce: Data-Driven Strategies for Business Growth". As the Smart Commerce is committed to staying at the forefront of innovation. Business developers and data scientists constantly work on new features and improvements to keep your business ahead of the curve. For the purpose of this E-ISSN Journal, recent research and expert analyses will be utilized to clarify each technology, exploring its features, possible uses, and impacts on companies.

Our sincere gratitude goes to the paper contributors, for sharing their knowledge and expertise in the publication of this E-ISSN Journal. Hope this E-ISSN Journal will bring the Innovation in Business Growth, Strategic Management and also make attractive and presentable to the youth workforce.

