

Before and after copyediting (five paragraphs)

Besides the (unsolicited) feedback from clients on my website, my documents *What I do when I edit* (three pages) and *Some common errors and proposed fixes* (three pages), the following enables you to swiftly evaluate my work:

Before copyediting

Exponential progress in machine learning, deep learning, natural language processing, and computer vision technology, fueled by the combination of cloud, big data, and new algorithms, is developing the artificial intelligence (AI)-based solution for retail. Increasing retailers adopt AI to offer enhanced user experience to their customers, improve their operational productivity and forecast future outcomes to make a better strategic decision. The global AI in retail market size is thus expected to grow from USD 993.6 million in 2017 to USD 5,034.0 million by 2022, at a Compound Annual Growth Rate (CAGR) of 38.3% (source). However, according to the research conducted by automation platform Linc in May 2017 toward the US retail executives, just 7.7% said AI played a regular role in their customer service. Another 34.1% were experimenting, while 56.0% were not using it at all (source). The McKinsey's paper (year) revealed that more than four in 10 (41%) of the firms investigated by this research was uncertain about AI's benefits, specifically the business cases and return on investment (ROI). Therefore, it is important to understand how retailers can apply AI in their diversified activities and create values both to firms and customers, especially based on multiple firm case studies (sources).

Despite increased attention, the theoretical and empirical knowledge of AI's applications in the retail sector remains limited and offers few insights to help top managers to capture the AI-driven business opportunities. Most of existing studies investigate only one of retail activities, such as sales forecasting (sources), retail segmentation (source), customer service and relationship management (sources), warehouse management (source), or merchandising management (source). Investigating the generic advancement of AI in the retailing area remains limited. Despite Grewal et al. (year) envision AI's influence on the future retailing in a broad way, including facilitating decision-

After copyediting

Exponential progress in machine learning (ML), deep learning, natural language processing, and computer vision technology, fueled by a combination of cloud, big data, and new algorithms, is leading to the development of artificial intelligence-based (AI) solutions in retail. Retailers' increasing adoption of AI to improve their customers' user experiences, improve their own operational productivity, and forecast future outcomes enable them to take better strategic decisions. The global market size of AI in retail is expected to grow from USD 993.6 million in 2017 to USD 5,034.0 million by 2022, at a compound annual growth rate (CAGR) of 38.3% (source). However, according to research done in 2017 by the automation platform Linc among U.S. retail executives, only 7.7% said that AI played a role in their customer service. Another 34.1% were experimenting, while 56.0% were not using it at all (source). A 2017 McKinsey study revealed that 41% of firms were uncertain about AI's benefits, specifically the business cases and the returns on investment (ROIs). Thus, it is crucial to understand how retailers can apply AI in their diverse activities and can create value for both themselves and their customers, especially based on multiple-firm studies (sources).

Despite increased attention, the theoretical and empirical knowledge of AI's applications in the retail sector remains limited and offers top managers few insights on how to capture AI-driven business opportunities. Most studies have investigated only one retail activity, such as sales forecasting (sources), retail segmentation (source), customer service and relationship management (sources), warehouse management (source), or merchandising management (source). Very few studies have investigated the general advancement of AI in retail. While Grewal et al. (year) envisioned some broad influences of AI on the future of retail (including facilitating decision-making, logistics, and customer behaviors),

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making, helping in logistics, and influencing on customer behavior both online and offline. However, their study is descriptive. More research especially those by multi-case studies are needed to investigate the best practice of AI's applications in the retail sector.

Regarding the value creation logic for AI's application in business and management, the summary in Table 1 reflects the current state of previous studies. The findings involving the value creation of AI are based on relatively limited logic, for example automation (sources), complementarity (sources), and personalization (source). Furthermore, most of these studies are still descriptive, only offering a conceptual framework. Although Carbuio and Lin (year) and Riikkinen et al. (year) explore multiple firm cases, their studies are set in the health care or insurance sector, instead of the retail sector.

This paper attempts to fill these theoretical gaps by seeking to identify the main applications of AI and their value creation logics in the retail industry sector. To do it, we conducted our content analysis on Retailers' AI-enabled firm activities announced in Factiva database from 2001 to 2018 and found that AI has already been applied by the firms in their diversified activities, in particular focusing on the five types of management: customer service, store (physical & virtual), supply chain, strategy, and cyber security management. We identify also fourteen dimensions and thirty-four sub-dimensions of AI-enabled firm activities linked to these five types of retail management. Furthermore, we grounded in rich data obtained from 34 multiple firm cases and identify four major logic of value creation in AI-enabled retail firm activities, namely: automation, hyper-personalization, complementarity, and innovation.

This study makes two contributions to AI's adoption and value creations literature. First, we develop research on AI's applications in the retail business by providing a holistic framework to analyze the development of AI in the retail industry sector. Second, we extend the literature on the AI's value creation by adding a new logic relating to innovation and identify the detailed mechanisms linked to each logic of value creation. Moreover, this study provides useful insights for retailers on how to take their AI applications to scale across their organizations, as well as prioritize and rational their AI investments.

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their study remained descriptive. More research – especially multiple-firm studies – is needed to investigate AI application best practices in retail.

Table 1 reflects the current state of the research into the value creation logics for applications of AI in business and management. These findings were based on limited logic, for instance, automation (sources), complementarity (sources), and personalization (source). Further, most of these studies were descriptive, offering only a conceptual framework. Although Carbuio and Lin (year) as well as Riikkinen et al. (year) explored multiple-firm cases, their studies were in healthcare or insurance rather than in retail.

We seek to fill these theoretical gaps by identifying the main applications of AI and their value creation logics in retail. We conducted a content analysis of retailers' AI-enabled activities announced in the Factiva database between 2001 and 2018, and find that AI has been applied by firms in diverse activities. We focus on five management types in retail – customer service, (physical and virtual) stores, supply chains, strategy, and cybersecurity management – and identify 14 dimensions and 34 subdimensions of AI-enabled company activities linked to them. Further, grounding our work in rich data from 34 multiple-firm cases, we identify four primary value creation logics in retail companies' AI-enabled activities: automation, hyper-personalization, complementarity, and innovation.

This study makes two primary contributions to the AI adoption and value creation literature. First, we add to the research into AI's applications in retail businesses by providing a holistic framework to analyze the development of AI in this sector. Second, we extend the literature on value creation through AI by adding a new logic relating to innovation and identifying the detailed mechanisms linked to each value creation logic. We also provide useful insights for retailers on how to take their AI applications to scale across their organizations, as well as how to prioritize and provide rationales for their AI investments.