

ABSTRACT

Business analytics means to refer the method that create the data, firm and organization value in innovative way. Recent years have been focused on Artificial Intelligence (AI) and Deep Learning (DL) as means to provide reliability and flexibility of business model innovation. AI methods can be used to solve various challenges from selecting the set of consumers, their attribute and preferences learning, dynamic pricing and scheduling and controlling. Yet, we may not know how this emerging technologies influences the business model innovation. Describing AI and DL technologies, this study shaping business model innovation with the initiation of emerging technologies. This study, first gives the brief review on AI and DL, how these models tackled in business models and discussed about innovative AI and DL based business model. This paper builds a business model from the literature analysis and describes about how the organization and this technologies are involved in price setting process. The primary focus of this paper is to discuss about the empirical research ideas into the impact of personalized pricing using AI and DL algorithms.

Keywords: *Business model innovation, pricing, artificial intelligence, deep learning, eMaintenance*