

REVIEWER'S REPORT

Manuscript No.: IJAR-51221

Date: 25-04-2025

Title: Generative AI in Business: Visual Illustrations of Applications and Insights from Q1 2025

Recommendation:

Accept as it is.....**YES**.....
 Accept after minor revision.....
 Accept after major revision
 Do not accept (*Reasons below*)

Rating	Excel.	Good	Fair	Poor
Originality	√			
Techn. Quality		√		
Clarity		√		
Significance			√	

Reviewer's Name: Mr Mir Bilal

Reviewer's Decision about Paper: Recommended for Publication.

Comments (Use additional pages, if required)

Reviewer's Comment / Report

Abstract Review:

The abstract provides a clear and concise overview of the paper's objectives, key findings, and methodological approach. It effectively highlights the main areas of exploration, such as the applications, benefits, and challenges of generative AI across different business domains. The inclusion of visual frameworks and diagrams is well-communicated, offering an innovative way to present complex data. The mention of specific applications (e.g., content creation, business process automation) and the emphasis on risk management and ethical considerations shows the paper's comprehensive approach to the topic. The abstract sets clear expectations for the reader, with a focus on operational efficiency, strategic decision-making, and implementation challenges.

Keywords:

The keywords are appropriately selected, representing the core themes of the paper: generative AI, artificial intelligence, business transformation, and decision making. These keywords are relevant and align well with the study's scope, ensuring discoverability for readers interested in AI-driven business innovations.

Introduction Review:

The introduction provides a strong foundation for the paper, establishing the significance of generative AI in business contexts. The framing of generative AI as a game-changing technology is well-supported by

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projections of its market growth and impact on job structures. The distinction between traditional AI systems and generative AI is made clear, with references to the evolving applications of generative AI models such as large language models and diffusion models. This section effectively introduces the paper's central themes, such as operational efficiency, decision support, and knowledge management, and the need for balancing technical capabilities with organizational constraints.

Research Design and Methodology:

The paper outlines its approach effectively, focusing on the visual methodology as a key tool for analyzing the impact of generative AI in business. The use of 15+ original diagrams to present complex data and insights is a novel approach, offering a clearer understanding of generative AI's applications. The systematic framework presented in the paper is robust, with clear demarcation across four dimensions: value creation, functional impact, implementation roadmaps, and risk management. The visual elements (enterprise implementation diagram, functional impact wheel, and ROI matrix) are clearly defined and linked to actionable insights for business leaders.

Findings and Interpretation:

The paper offers a thorough analysis of the generative AI landscape, providing quantifiable insights such as productivity gains (30-50%) and cost reductions (50% in process automation). The use of comparative visualizations helps highlight the differences between applications such as process automation and content generation, making the findings more accessible and actionable. The analysis of the inverse relationship between technical complexity and organizational readiness is a key insight, demonstrating the importance of aligning technological capabilities with business readiness, especially in risk-sensitive industries.

Discussion of Results:

The paper successfully discusses the challenges and risks associated with generative AI adoption, including ethical considerations and the need for adaptive, context-aware systems. The mention of specific business applications (e.g., marketing, data analytics, risk management) and the comparative assessment of ROI across different AI-driven applications provide useful insights into where businesses should focus their investments. The discussion of industry reports and academic literature further supports the paper's claims, adding credibility to the analysis.

Conclusion:

The conclusion summarizes the core findings well, reinforcing the importance of balancing technical innovations with organizational constraints. The actionable insights for business leaders, particularly in terms of strategic planning and adoption roadmaps, are effectively communicated. The conclusion ties back to the introduction's emphasis on the transformative power of generative AI, encapsulating the main points of the study.

Language and Structure:

The manuscript is well-structured, with clearly defined sections that guide the reader through the paper's key points. The language is academic and precise, appropriate for a scholarly audience. The visual elements are integrated seamlessly into the text, making complex information more digestible without disrupting the flow of the narrative.

Relevance and Contribution:

This paper contributes significantly to the ongoing discourse on generative AI in business, offering a unique perspective through visual frameworks and a systematic analysis of key applications. It is particularly valuable for business leaders and decision-makers seeking actionable insights into the

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adoption and implementation of generative AI technologies. The paper's focus on both the benefits and challenges of AI adoption ensures a balanced approach that addresses both optimism and caution.

Overall Assessment:

This is a well-researched, innovative, and highly relevant paper that provides valuable insights into the applications and challenges of generative AI in business. The use of visual frameworks and diagrams enhances the paper's accessibility, making it a useful resource for both academic audiences and business practitioners. The analysis is thorough, well-supported by industry reports and academic references, and the conclusions are sound and actionable. Overall, the manuscript makes a meaningful contribution to the literature on AI in business transformation.
