REVIEWER'S REPORT

Manuscript No.: 51221   Date: 25-04-2025

Title: Generative AI in Business: Visual Illustrations of 2 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			yes	
Techn. Quality			yes	
Clarity			yes	
Significance			yes	

Reviewer Name: Gulnawaz Gani

Reviewer's Comment for Publication.

The paper's primary contribution is a comprehensive visual framework, comprising over 15 original diagrams, that systematically organizes and analyzes generative AI applications in business across value creation, functional impact, implementation roadmaps, and risk management

Detailed Reviewer's Report

- This paper comprehensively explores generative AI's applications in business, utilizing a strong visual framework with 15+ original diagrams.
- It effectively highlights key use cases like content creation and process automation, and presents actionable insights for strategic planning.
- The emphasis on implementation challenges and ethical considerations is commendable, providing a balanced perspective.
- However, the reliance on literature predominantly from 2024-2025 raises questions about the long-term validity of some projections.
- Overall, it's a valuable resource for business leaders seeking to understand and implement generative AI, though continuous updating will be essential.

Suggestions:

Please go through the paper once and correct distorted/overlapped text in figures.
there is also some unnecessary text at some places like page 1" sectionRelated Work Recent advancements highlight three primary business applications" I don't think this should be here.

Decision: Accept