

REVIEWER'S REPORT

Manuscript No.: IJAR-53531

Date: 24.8.2025

Title: The Role of Artificial Intelligence in Enhancing Digital Entrepreneurship: A Proposed Model for Developing Business Organizations Management of Private Banks in Baghdad

Recommendation:

Accept as it is

~~Accept after minor revision~~

~~Accept after major revision~~

~~Do not accept (Reasons below)~~

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

Reviewer Name: Dr.Aarthi R

Date: 24.8.2025

Reviewer's Comment for Publication.

(To be published with the manuscript in the journal)

The reviewer is requested to provide a brief comment (3-4 lines) highlighting the significance, strengths, or key insights of the manuscript. This comment will be Displayed in the journal publication alongside with the reviewers name.

The manuscript makes a significant contribution by exploring how artificial intelligence (AI) can enhance digital entrepreneurship, particularly in the context of private banks in Baghdad. Its strength lies in presenting a structured model that connects AI dimensions—machine learning, recommender systems, predictive analytics, and robotic process automation—with key aspects of digital entrepreneurship such as decision-making, innovation, and user experience. The study offers both theoretical insights and practical recommendations, supported by empirical analysis, making it a valuable reference for advancing digital transformation strategies in emerging economies

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Detailed Reviewer's Report

- The manuscript addresses a timely and relevant topic by examining the role of artificial intelligence in enhancing digital entrepreneurship, which is crucial in the era of digital transformation.
- The study demonstrates originality by proposing a conceptual model linking AI dimensions—machine learning, recommender systems, predictive analytics, and robotic process automation—to various aspects of digital entrepreneurship.
- The research is supported by a solid theoretical background, drawing on contemporary literature that bridges AI applications with entrepreneurial practices in the digital economy.
- The empirical design is well-structured, with data collected from specialists in the Iraqi private banking sector, making the findings contextually meaningful and practically valuable.
- The statistical analysis is comprehensive, employing confirmatory factor analysis and structural equation modeling to validate relationships, which enhances the robustness of the results.
- The results are clearly presented, showing that AI significantly contributes to decision-making, innovation, digital marketing, and user experience, while also identifying challenges in adoption.
- The manuscript successfully highlights the gaps between theoretical potential and practical application of AI, particularly in economies with limited digital infrastructure, such as Iraq.
- The conclusions and recommendations are actionable, offering strategies for banks and similar organizations to strengthen AI adoption, enhance innovation, and improve competitiveness.
- The writing style is clear and generally well-organized, though some sections could benefit from concise summarization to avoid redundancy and improve readability.
- Overall, the manuscript provides valuable insights, combining theoretical contributions with applied recommendations, and is suitable for publication with minor refinements in structure and presentation.