REVIEWER'S REPORT

Manuscript No.: **IJAR-53961**   Date: 22-09-2025

Title: Trade and Commerce using Artificial Intelligence - Role of AI In Academic Transformation

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.P.Manochithra   **Date:** 22-09-2025

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.

This manuscript provides valuable insights into the transformative role of Artificial Intelligence in trade and commerce, with strong emphasis on e-commerce, supply chain, and financial services. The study is well-structured, supported by empirical analysis, and highlights both opportunities and challenges, making it highly relevant for academia, policymakers, and business practitioners alike.

Detailed Reviewer's Report

International Journal of Advanced Research

Publisher's Name: Jana Publication and Research LLP

REVIEWER'S REPORT

Title of the Manuscript: Trade and Commerce using Artificial Intelligence – Role of AI in Academic Transformation

1. Significance of the Study

The manuscript addresses an important and timely topic, exploring how Artificial Intelligence (AI) is transforming trade and commerce. The focus on AI's role in e-commerce, supply chain management, international trade, and financial services makes the study highly relevant to both academic research and practical business applications. The paper also effectively highlights opportunities for SMEs and draws attention to ethical and regulatory challenges.

2. Strengths

- **Comprehensive Coverage:** The study thoroughly examines multiple domains—retail, logistics, finance, and cross-border trade—providing a holistic perspective.
- **Empirical Rigor:** The hypotheses are well-structured, and the data analysis (using descriptive statistics, regression, chi-square, and t-tests) provides credibility to the findings.
- **Balanced Approach:** The paper does not merely emphasize AI's benefits but also acknowledges critical issues such as data privacy, algorithmic bias, job displacement, and digital inequality.
- **Relevance to SMEs:** The discussion on how AI can empower small and medium enterprises adds practical value, particularly in the context of emerging economies.

3. Weaknesses / Areas for Improvement

- **Theoretical Framework:** While the study provides strong empirical insights, it would benefit from deeper integration with theoretical models of digital transformation or innovation adoption.
- **Literature Review:** Although recent sources are cited, the review could be expanded to include more critical analysis of prior studies rather than a listing of references.
- **Clarity in Writing:** Certain sections (e.g., introduction and data analysis tables) could be more concise and structured for easier readability.
- **Global vs. Local Context:** The paper highlights global trends but could provide more case-based insights from specific countries or industries for practical relevance.

4. Originality and Contribution

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The paper makes a meaningful contribution by bridging academic research with practical applications of AI in trade and commerce. Its findings confirm AI's positive role in enhancing efficiency, competitiveness, and inclusivity while stressing the importance of responsible adoption.