



REVIEWER'S REPORT

Manuscript No.:IJAR-54077

Title:IMPACT OF UTILIZING AI PERSONAL FINANCIAL TOOLS ON FINANCIAL WELL-BEING: INTEGRATION OF UTAUT AND THE EXPECTATION-CONFIRMATION MODEL

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: Dr. Himanshu Gaur

Date 28/09/2025

International Journal of Advanced Research

Publisher's Name: Jana Publication and Research LLP

www.journalijar.com

REVIEWER'S REPORT

Detailed Reviewer's Report

The manuscript titled "Impact of Utilizing AI Personal Financial Tools on Financial Well-Being: Integration of UTAUT and the Expectation-Confirmation Model" is a high-quality, timely, and impactful contribution to the literature on AI adoption in financial services. The authors present a strong theoretical foundation by integrating the Unified Theory of Acceptance and Use of Technology (UTAUT) with the Expectation-Confirmation Model (ECM), successfully bridging the gap between pre-adoption drivers and post-adoption outcomes. The focus on women entrepreneurs managing SMEs not only adds novelty but also highlights a critically underserved demographic in digital finance research. Methodologically, the study demonstrates exceptional rigor, with a well-designed survey, robust construct reliability (Cronbach's $\alpha > 0.90$), and sound application of Structural Equation Modelling (SEM). Both CFA and SEM results confirm the robustness of the proposed model, with fit indices comfortably meeting recommended thresholds (e.g., CFI > 0.90 , RMSEA < 0.08). The empirical findings provide strong support for all hypotheses, underscoring the importance of performance expectancy, effort expectancy, social influence, and facilitating conditions in shaping adoption, while highlighting expectation confirmation as the strongest mediator leading to improved financial well-being. The discussion effectively ties results to theory and practice, offering actionable recommendations for fintech developers, policymakers, and institutions, such as designing user-friendly tools, ensuring transparency, and enhancing enabling conditions to promote sustained usage and financial empowerment. The manuscript is clearly written, logically structured, and well-supported with current references, ensuring both academic depth and practical relevance. In view of its originality, methodological robustness, and meaningful contributions to scholarship and practice, I strongly recommend this paper be accepted without any revision.