

REVIEWER'S REPORT

Manuscript No.: IJAR-54943

Title: Leveraging Different AI and Machine Learning Algorithms to Enhance Productivity in Business and Management Education.

Recommendation:

Accept after minor revision.

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

Reviewer Name: Dr. Bishwajit Rout

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.

- Significance:** The paper is significant because it addresses the growing need to integrate AI, machine learning, BI systems, and emerging technologies into management education. By mapping technological capabilities to teaching, assessment, curriculum innovation, and learning personalization, it contributes to understanding how AI can enhance productivity in academic environments. Its insights support institutions, educators, and policymakers seeking to modernize educational systems in response to global digital transformation.
- Strength:** A major strength of the paper is its comprehensive coverage of AI applications, ranging from adaptive learning and automated assessment to AR/VR, blockchain, and BI-ML integration. The chapter incorporates an extensive set of recent references, conceptual frameworks, and practical implementation areas. Its broad perspective provides educators and researchers with multiple entry points for exploring how AI can reshape management education and improve academic productivity.
- Key Insight:** The key insight of the chapter is that AI and machine learning can significantly enhance productivity in business and management education when applied systematically across instructional design, evaluation, student support, and institutional decision-making. The integration of intelligent algorithms combined with BI systems, AR/VR tools, and ethical governance can create more adaptive, data-driven, and learner-centered educational environments, ultimately improving both teaching quality and learning outcomes.

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Reviewer's Comment / Report

The paper titled “*Leveraging Different AI and Machine Learning Algorithms to Enhance Productivity in Business and Management Education*” surveys AI and machine-learning applications transforming business and management education, spotlighting personalized tutoring systems, predictive analytics, automated assessment, adaptive platforms, and virtual simulations. It highlights productivity gains through customized learning paths, administrative efficiency, and data-driven curriculum design. Well-structured and forward-looking, it effectively bridges theory with practical examples, though it leans heavily on secondary sources and lacks primary empirical validation. Valuable for educators and administrators seeking AI integration roadmaps.

Suggestions for Improvement:

1. The introduction is excessively long and repetitive; many ideas are repeated with minor rephrasing.
2. Remove rhetorical lines and highly descriptive language not suited for academic writing.
3. Provide synthesis, not just listing findings. Currently, it reads like a summary table without analytical commentary.
4. Add a paragraph summarizing common themes, contradictions, and gaps emerging from past studies.
5. Explain why existing research is insufficient and how this chapter contributes.
6. Improve flow between BI, AI, and education contexts; currently these discussions feel fragmented.
7. The list is informative but lacks theoretical integration and examples.
8. Discuss actual algorithms used in each application (e.g., NLP for writing assistance).
9. Explain how each algorithm contributes to business and management education specifically.
10. Explain BI–ML integration in educational management systems, not just business settings.
11. Connect the technologies more tightly to management education use cases.

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The chapter offers a broad and timely discussion of AI and machine learning applications in business and management education, supported by extensive recent literature. Its scope is comprehensive and conceptually relevant. However, major improvements are needed in organization, academic tone, synthesis of ideas, removal of redundancies, and clearer alignment between AI concepts and educational outcomes. With substantial structural and conceptual refinement, the chapter can make a strong contribution to AI-driven educational research. Addressing the identified weaknesses will make it suitable for publication in IJAR.

I recommend this paper for publication after minor revision.