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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 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: Mr. Bilal Mir

Reviewer's Comment for Publication.

The manuscript titled **"Leveraging Different AI and Machine Learning Algorithms to Enhance Productivity in Business and Management Education"** provides a comprehensive overview of how AI and ML are reshaping business and management learning environments. It covers key applications such as personalized tutoring systems, predictive analytics, automated evaluation tools, adaptive learning platforms, and immersive virtual simulations. The chapter effectively demonstrates how these technologies support productivity gains through individualized learning experiences, streamlined academic administration, and data-informed curriculum development.

The manuscript is well organized and forward-looking, offering both conceptual depth and practical illustrations. However, its reliance on secondary literature without primary evidence may limit empirical grounding. Overall, the chapter presents meaningful insights for educators and administrators seeking structured approaches to integrating AI into management education.

Suggestions for Improvement (Rewritten & Reframed)

1. The introduction needs to be shortened and made more focused, as several ideas are repeated with only minimal variation.
2. Reduce rhetorical expressions and descriptive statements that do not align with formal academic tone.

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3. Strengthen synthesis across studies—instead of listing findings, integrate themes and provide analytical interpretation.
4. Add a concise section summarizing common patterns, inconsistencies, and research gaps identified in the reviewed literature.
5. More clearly articulate the limitations of existing studies and specify the unique contribution of this chapter.
6. Improve cohesion between discussions on BI, AI, and the educational context, as these sections currently appear disconnected.
7. The descriptive lists are helpful but should be tied to theoretical frameworks or concrete use cases.
8. Include specific examples of algorithms used in each application area (e.g., NLP for writing tools, clustering for personalization).
9. Elaborate on how each algorithm directly supports business and management education outcomes.
10. Clarify how BI–ML integration functions within educational management systems, not just in general business contexts.
11. Build stronger explicit links between the technologies discussed and their relevance to management education practice.

Final Overall Comment (Rewritten)

This chapter presents a timely and extensive overview of AI and ML applications relevant to business and management education, backed by a wide array of recent scholarly sources. While its conceptual scope is strong, the manuscript requires improvements in structural flow, academic tone, integration of ideas, and the alignment of AI concepts with educational outcomes. With these refinements, the work has the potential to make a meaningful contribution to literature on AI-enabled educational innovation.