REVIEWER'S REPORT

Manuscript No.:   IJAR-56155

Title: **Understanding and Uses Made of Artificial Intelligence by Entrepreneurs in Côte d'Ivoire**

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 Gulnawaz

Detailed Reviewer'sReport

Reviewer Report

The manuscript entitled **"Understanding and Uses Made of Artificial Intelligence by Entrepreneurs in Côte d'Ivoire"** addresses an original and contextually important topic. The study fills a clear gap in the literature by examining AI literacy and usage among entrepreneurs in Côte d'Ivoire, a context that has received little empirical attention. This geographic focus represents a valuable contribution, especially considering the growing role of AI in entrepreneurship and economic development in emerging economies.

One of the main strengths of the paper is its clarity of purpose. The research questions are straightforward and well aligned with the survey design. The methodology is transparent, and the description of participant characteristics provides useful contextual detail. The inclusion of both self-administered and interviewer-administered questionnaires enhances inclusivity and reflects sensitivity to local realities, such as limited digital literacy or lack of email access. This methodological choice strengthens the study.

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The results are presented clearly and are easy to follow. The finding that 96.8% of respondents claimed to know what AI is, while only 65% provided valid definitions, is particularly insightful. It reveals an important gap between perceived and actual knowledge. Similarly, the fact that more than half of respondents do not currently use AI in their operations highlights the early stage of AI integration within the local entrepreneurial ecosystem. The categorization of use cases into three main groups—customer experience, prediction, and content creation—is logical and well supported by the data.

The discussion appropriately links the findings to broader themes of digital literacy, infrastructure, and economic development. The contextualization within national initiatives such as digital awareness programs adds depth and shows the practical relevance of the study.

However, there are areas that could be strengthened. First, the sample size (65 participants) is relatively small, and while the limitation is acknowledged, more emphasis could be placed on the exploratory nature of the findings. Second, the criteria used to evaluate whether AI definitions were "valid" could be described in more methodological detail to enhance transparency and replicability. Third, some sections would benefit from minor language polishing and stylistic refinement to improve flow and academic tone. Additionally, the statement under ethical considerations that "No specific ethical considerations needed to be considered" could be rephrased more carefully, as survey research typically involves informed consent and confidentiality considerations.

Overall, the paper provides valuable baseline data on AI awareness and usage among entrepreneurs in Côte d'Ivoire. It opens the door for larger-scale studies and more quantitative assessments of AI's economic impact in the region. With minor revisions to clarify methodological aspects and improve language consistency, this manuscript would make a meaningful contribution to research on entrepreneurship, innovation, and digital transformation in developing economies.