



REVIEWER'S REPORT

Manuscript No.:IJAR-56155

Title: UNDERSTANDING AND USES MADE OF ARTIFICIAL INTELLIGENCE BY ENTREPRENEURS IN COTE D'IVOIRE

Recommendation:

Accept as it is

Accept after minor revision Yes

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. Bharti Bisht

Detailed Reviewer's Report

The manuscript titled “Understanding and Uses Made of Artificial Intelligence by Entrepreneurs in Côte d’Ivoire” addresses a timely and underexplored topic by examining AI literacy and usage within the Ivorian entrepreneurial ecosystem. The study makes a valuable contextual contribution, particularly given the limited empirical research on AI adoption in Sub-Saharan Africa. The structure of the paper is clear and logically organized, and the research objectives are explicitly stated. The use of a survey method is appropriate for the exploratory nature of the study, and the descriptive statistics are presented in a straightforward manner. The discussion effectively links findings to national digital initiatives and broader entrepreneurship literature. However, the study remains largely descriptive and would benefit from deeper analytical rigor, including inferential analysis, cross-tabulations (e.g., AI use by sector, gender, incubation status), and stronger theoretical integration. The sample size (n=65) is relatively small and should be more critically discussed in terms of representativeness and generalizability. The criteria for validating AI definitions, while explained, could be supported by a clearer coding framework to enhance methodological transparency. Additionally, some language polishing and minor formatting corrections are recommended to improve clarity and academic tone. Strengthening the implications section with more concrete policy and managerial recommendations would further enhance the contribution. Overall, the manuscript presents original and relevant findings but requires moderate revision to improve methodological robustness, analytical depth, and scholarly impact before publication.