

Review Form 1.7

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_113293
Title of the Manuscript:	EFFECT OF ADOPTING AI TO EXPLORE BIG DATA ON PERSONALLY IDENTIFIABLE INFORMATION (PII) FOR FINANCIAL AND ECONOMIC DATA TRANSFORMATION- A CASE FOR DATA SECURITY, COMPLIANCE, AND INTEGRITY.
Type of the Article	

PART 1: Review Comments

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
<p>Compulsory REVISION comments</p> <p>1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript)</p> <p>2. Is the title of the article suitable? (If not please suggest an alternative title)</p> <p>3. Is the abstract of the article comprehensive?</p> <p>4. Are subsections and structure of the manuscript appropriate?</p> <p>5. Do you think the manuscript is scientifically correct?</p> <p>6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</p> <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<p><i>Yes, the manuscript appears to be important for the scientific community, particularly for researchers, practitioners, and policymakers involved in the fields of AI, big data analytics, cybersecurity, and finance. i.e The manuscript raises awareness about the potential risks and challenges associated with AI adoption in managing financial data, such as cyber-attacks and data poisoning. (Risk awareness)</i></p> <p><i>The title could be slightly changed without losing its essence. i.e AI Adoption in Financial Data on Implications for PII Security and Compliance, or The Impact of AI on PII Security in Financial Data Analytics. (Consider it as Minor Revision)</i></p> <p><i>The abstract provides a clear and concise summary of the study.</i></p> <p><i>The manuscript's subsections and structure seem appropriate for addressing the research objectives and presenting the findings in a clear and organized manner.</i></p> <p><i>Yes, the manuscript is scientifically sound.</i></p> <p><i>Yes, the manuscript includes a substantial number of references covering various aspects of AI adoption in the financial sector, data security, compliance, and related topics.</i></p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p><i>The language used is formal and appropriate for academic writing</i> <i>The technical formatting of the document is not fully compliant (Consider it as Minor Revision)</i></p>	
<p>Optional/General comments</p>	<p><i>The article presents a well-structured and informative analysis of the role of AI in the financial sector's data management and security landscape. With some minor refinements and considerations for future research, it has the potential to contribute significantly to scholarly discussions in this field.</i></p>	

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PART 2:

	Reviewer's comment	Author's comment <i>(if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

Reviewer Details:

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