

**Review Form 1.7**

Journal Name:	<b>Asian Journal of Economics, Business and Accounting</b>
Manuscript Number:	<b>Ms_AJEBA_113293</b>
Title of the Manuscript:	<b>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.</b>
Type of the Article	

**PART 1: Review Comments**

	<b>Reviewer's comment</b>	<b>Author's comment</b> (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><b>Compulsory</b> REVISION comments</p> <p>1. <b>Is the manuscript important for scientific community?</b> (Please write few sentences on this manuscript)</p> <p>2. <b>Is the title of the article suitable?</b> (If not please suggest an alternative title)</p> <p>3. <b>Is the abstract of the article comprehensive?</b></p> <p>4. <b>Are subsections and structure of the manuscript appropriate?</b></p> <p>5. <b>Do you think the manuscript is scientifically correct?</b></p> <p>6. <b>Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</b></p> <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<p>Yes</p> <p>yes</p> <p>To be re- written based on the importance of study and tools used, only one tools is used which may not suffice the requirement.</p> <p>Partly okay , follow the guidelines</p> <p>May be</p> <p>Yes</p>	
<p><b>Minor</b> REVISION comments</p> <p>1. <b>Is language/English quality of the article suitable for scholarly communications?</b></p>	<p>It can be corrected with Grammarly.</p>	
<p><b>Optional/General</b> comments</p>	<p>1. Usage of more tols for data analysis in abstract</p> <p>2. Methods – What is the type of sampling used ? Where is reliability test for 500+respondents? What is the value? Is it acceptable?</p> <p>Where is the descriptive statistics , kurtosis and skewness?</p> <p>How many factors were identified ?</p> <p>3. Since you have taken other countries scenario , you can do a comparative study as well General Statistics is missing, hence the data cannot be relied on , whether it is reliable or not.</p>	

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**PART 2:**

	<b>Reviewer's comment</b>	<b>Author's comment</b> <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>
<b>Are there ethical issues in this manuscript?</b>	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

**Reviewer Details:**

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