

Review Form 3

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_125192
Title of the Manuscript:	The Role of Machine Learning in Enhancing Corporate Financial Planning
Type of the Article	Original Research Article

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PART 1: Review Comments

Compulsory REVISION comments	Reviewer's comment	Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
<p>Please write a few sentences regarding the importance of this manuscript for the scientific community. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part.</p>	<p>This manuscript explores the role of machine learning in enhancing corporate financial planning, addressing a critical gap in the literature where traditional financial models struggle to adapt to the dynamic and non-linear nature of modern financial markets. The manuscript is significant for the scientific community as it introduces machine learning algorithms as a transformative tool capable of leveraging vast, real-time datasets to improve decision-making, risk management, and operational efficiency. The paper's strength lies in its thorough examination of machine learning's applications, such as fraud detection and personalized customer service, making it a valuable contribution to both academic research and industry practices. The challenges of algorithmic bias and data privacy are also thoughtfully addressed, ensuring a balanced discussion.</p>	
<p>Is the title of the article suitable? (If not please suggest an alternative title)</p>	<p>The current title, "The Role of Machine Learning in Enhancing Corporate Financial Planning," accurately reflects the content and central theme of the article.</p>	
<p>Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.</p>	<p>The abstract offers a solid introduction to the paper's topic, but it could be enhanced by specifying the key machine learning techniques discussed and their specific applications in financial sectors such as banking and insurance. Additionally, a clearer mention of the methodology used for the literature review and a more detailed description of the challenges (e.g., algorithmic bias, transparency) would strengthen its comprehensiveness. These additions would provide a more complete and informative overview of the paper's contributions.</p>	
<p>Are subsections and structure of the manuscript appropriate?</p>	<p>The methodology may be more detailed and not explicitly stated in its own section. A dedicated section detailing how the literature was reviewed, the criteria for selecting studies, and possible limitations would strengthen the credibility of the paper. The Applications section is extensive but could benefit from more detailed subheadings. For example, dividing this section into "Machine Learning in Banking," "Machine Learning in Insurance," etc.</p>	
<p>Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimum of 3-4 sentences may be required for this part.</p>	<p>The manuscript demonstrates scientific correctness by thoroughly addressing the role of machine learning in corporate financial planning through a detailed review of relevant literature. It highlights well-established machine learning techniques, such as predictive analytics, neural networks, and natural language processing, and clearly articulates their applications in financial sectors like banking and insurance. The discussion is technically sound, with a balanced approach that not only explores the benefits but also critically assesses the challenges, such as algorithmic bias and model interpretability.</p>	
<p>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</p>	<p>The references in the manuscript are generally sufficient and cover a broad range of topics related to machine learning in corporate financial planning. Many of the sources are recent, with publications from 2023 and 2024.</p>	

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Minor REVISION comments		
Is the language/English quality of the article suitable for scholarly communications?	The language of the article is generally clear, but there are areas where improvements can be made to ensure it aligns with the standards of scholarly communication. Some sentences are lengthy and complex, which can affect readability. Additionally, there are minor grammatical errors and awkward phrasing that could be refined for clarity and precision. In general, grammar should be checked.	
Optional/General comments	The manuscript presents a relevant and timely exploration of the role of machine learning in corporate financial planning. However, to meet the standards of the journal, several revisions are recommended. First, the language and sentence structure should be refined to ensure clarity and scholarly tone. In addition, the abstract would benefit from more specific details regarding the methodology and key findings. It is also advised to improve the structure of the applications section by providing clearer subheadings for better navigation.	

PART 2:

	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)
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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