

### Review Form 3

Journal Name:	<a href="#">Asian Journal of Research in Computer Science</a>
Manuscript Number:	Ms_AJRCOS_125352
Title of the Manuscript:	REVOLUTIONIZING RETAIL WITH GENERATIVE AI: ENHANCING CUSTOMER EXPERIENCE AND OPERATIONAL EFFICIENCY
Type of the Article	

#### PART 1: 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>
Please write a few sentences regarding the importance of this manuscript for the scientific community. A minimum of 3-4 sentences may be required for this part.	<p>This manuscript is an important contribution to the scientific community for several reasons: as it provides a comprehensive analysis of the impact of generative AI on the retail industry, which is undergoing significant digital transformation. The examination of how generative AI can enhance customer experience and operational efficiency is a timely and relevant topic for researchers in the fields of AI, retail, and digital transformation. The study offers a systematic approach to integrating generative AI into existing retail business processes, which is a critical challenge organizations face when adopting new technologies. Providing insights into the effective implementation of these advanced solutions will be valuable for both academics and industry practitioners. The inclusion of statistical data to support the financial benefits of AI implementation adds empirical evidence to the discussion, strengthening the analysis and making it more impactful for the scientific community. This data-driven approach helps to bridge the gap between theoretical frameworks and practical applications of generative AI in the retail sector.</p> <p>By examining the transformative potential of generative AI, the manuscript contributes to the broader understanding of how emerging technologies can reshape industries and consumer-business interactions. This knowledge can inform future research directions and inspire further exploration of the strategic implications of AI-driven innovations.</p>	
Is the title of the article suitable? (If not please suggest an alternative title)	The title "REVOLUTIONIZING RETAIL WITH GENERATIVE AI: ENHANCING CUSTOMER EXPERIENCE AND OPERATIONAL EFFICIENCY" seems suitable and reflects the key focus areas discussed in the abstract. It effectively conveys the main theme of the article, which is the transformative impact of generative AI on the retail industry.	
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.	Overall, the abstract covers the key points well and provides a good summary of the article's focus and main arguments. However, one potential addition that could be considered is a brief mention of the specific technologies or approaches used in the implementation of generative AI within the retail context. This could help provide a more complete picture of the innovations being discussed.	
Is the manuscript scientifically, correct? Please write here.	The manuscript appears scientifically correct as it presents a well-structured research framework, sound theoretical foundations, supported results and analysis, critical discussion points, and appropriate conclusions.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	<p>While the references provided in the manuscript are sufficient and recent, including additional references can enhance the article's credibility and depth. The suggested reference "The future of customer loyalty: How ChatGPT and generative artificial intelligence are transforming customer engagement, personalization, and satisfaction" could indeed contribute valuable insights to the discussion on AI in retail transformation.</p> <ul style="list-style-type: none"> <li>- The future of customer loyalty: How ChatGPT and generative artificial intelligence are transforming customer engagement, personalization, and satisfaction. <a href="https://www.researchgate.net/publication/385346647_The_future_of_customer_loyalty_How_ChatGPT_and_generative_artificial_intelligence_are_transforming_customer_enga">https://www.researchgate.net/publication/385346647_The_future_of_customer_loyalty_How_ChatGPT_and_generative_artificial_intelligence_are_transforming_customer_enga</a></li> </ul>	

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	<p><a href="https://www.sciencedirect.com/science/article/abs/pii/S0969698924003436">gement personalization and satisfaction</a></p> <ul style="list-style-type: none"><li>- Leveraging digital technology in retailing business: Unboxing synergy between omnichannel retail adoption and sustainable retail performance <a href="https://www.sciencedirect.com/science/article/abs/pii/S0969698924003436">https://www.sciencedirect.com/science/article/abs/pii/S0969698924003436</a></li></ul> <p>Adding this reference can provide further perspectives on the topic of customer engagement and personalization through generative AI, complementing the existing research and strengthening the scholarly foundation of the article.</p>	
Is the language/English quality of the article suitable for scholarly communications?	The language and English quality of the article appear suitable for scholarly communications. The writing is formal, technical, and uses appropriate academic terminology. It effectively presents research findings, discusses implications, and suggests future research directions	
<u>Optional/General</u> comments	The citations on the manuscripts did not follow numerical order (e.g., 9, 3, 6). It is recommended to start the citations with numbers 1, 2, 3, etc., as this makes the ordering more clear for the reader. There is no need to add a reference for the aim of the paper, as the aim should be unique and obvious." This paper aims to examine generative AI in retail for enhancing customer service quality and operational efficiency [9]."	

#### **PART 2:**

	<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)
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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