

Review Form 3

Journal Name:	Asian Journal of Research in Computer Science
Manuscript Number:	Ms_AJRCOS_125352
Title of the Manuscript:	Revolutionizing Retail With Generative AI: Enhancing Customer Experience And Operational Efficiency
Type of the Article	Original Paper

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>I went through the manuscript (Manuscript Number Ms_AJRCOS_125352) several times to try to understand the problem statement and the novel contribution of your research. I believe that paper quality has maintained with your journal quality. I like to work this research because it would significance to the researcher and academia. However, I mention the all comments to author sections which might be visible to I suggest several areas for significant improvement. Below are my specific comments and suggestions:</p> <p>1. Analysis:</p> <ul style="list-style-type: none"> • Current Status: The analysis section provides useful insights into the role of generative AI in retail, but the connection between the AI implementation and specific outcomes (e.g., cost reduction, revenue growth) needs to be elaborated with more depth and precision. • Suggestion: To improve the analysis, I recommend using more detailed statistical tests or empirical data to demonstrate the correlation between AI adoption and business performance. Providing clear evidence of causality (e.g., regression analysis, before-and-after comparisons) would strengthen the validity of your claims. <p>2. Sample Collection:</p> <ul style="list-style-type: none"> • Current Status: The manuscript does not provide a clear explanation of how the sample was selected or the sample size used to draw conclusions. • Suggestion: Please elaborate on your sample collection process. How were the companies or data points selected? What is the sample size, and how representative is it of the broader retail industry? If available, mention the demographics or specific sectors represented in your sample, as this can significantly affect the generalizability of your findings. <p>3. Conceptual Framework:</p> <ul style="list-style-type: none"> • Current Status: While the study presents a clear research question, the conceptual framework lacks explicit detailing of the variables, relationships, and underlying assumptions guiding your analysis. • Suggestion: I recommend revising and expanding the conceptual framework to outline the key constructs in your study, such as AI technologies, customer experience, operational efficiency, etc., and how they relate to the retail outcomes you are studying. A visual model or diagram of the framework could help clarify the theoretical underpinnings of your research. <p>4. Implications:</p> <ul style="list-style-type: none"> • Current Status: The implications section is underdeveloped. The paper primarily focuses on the technical and operational impact of generative AI without fully addressing the broader implications for the retail sector, consumers, and policymakers. • Suggestion: Please expand the practical, theoretical, and social implications of your 	

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	<p>study:</p> <ul style="list-style-type: none"> ○ Practical Implications: How can retailers implement AI effectively, and what challenges might they face? ○ Theoretical Implications: How do your findings contribute to or challenge existing theories on technology adoption and business transformation? ○ Social Implications: What are the ethical considerations and potential societal impacts of widespread AI adoption in retail, particularly in terms of consumer privacy and employment? <p>5. Research Gaps:</p> <ul style="list-style-type: none"> • Current Status: While the study provides useful insights, it does not clearly identify the research gaps that it aims to address in the existing literature. • Suggestion: I recommend explicitly defining the research gaps in your introduction or literature review. What specific aspects of the impact of generative AI on retail are underexplored in the existing research? A clear statement of the gaps you aim to fill will strengthen the overall rationale for your study. <p>6. Literature Extension:</p> <ul style="list-style-type: none"> • Current Status: The literature review is a bit limited in scope and does not extensively incorporate the most recent studies in the field. • Suggestion: I suggest extending the literature review by incorporating more recent works on the topic, particularly focusing on studies published in the last 3-5 years. This will ensure your research is positioned within the current debates and findings. Additionally, you should consider exploring studies that address challenges in AI adoption and the potential barriers to implementation in retail. <p>7. Methodology Improvement:</p> <ul style="list-style-type: none"> • Current Status: The methodology section is lacking in detail regarding the data collection techniques, instruments used, and analysis procedures. It is also unclear whether qualitative or quantitative methods were employed, and the rationale for selecting the approach is not justified. • Suggestion: A significant improvement in the methodology is needed: <ul style="list-style-type: none"> ○ Clearly outline whether you used qualitative, quantitative, or mixed methods, and provide justification for your choice. ○ If you used surveys or interviews, please describe the instrument design, sampling technique, and response rate. If quantitative data were analyzed, specify the statistical methods employed (e.g., regression analysis, hypothesis testing). ○ If possible, conduct robustness checks or sensitivity analyses to support the validity of your results. 	
<p>Is the title of the article suitable? (If not please suggest an alternative title)</p>	<p>REVOLUTIONIZING RETAIL WITH GENERATIVE AI (Artificial Intelligence): ENHANCING CUSTOMER EXPERIENCE AND OPERATIONAL EFFICIENCY</p>	

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<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><input type="checkbox"/> Current Status: The methodology section is lacking in detail regarding the data collection techniques, instruments used, and analysis procedures. It is also unclear whether qualitative or quantitative methods were employed, and the rationale for selecting the approach is not justified.</p> <p><input type="checkbox"/> Suggestion: A significant improvement in the methodology is needed:</p> <ul style="list-style-type: none"> Clearly outline whether you used qualitative, quantitative, or mixed methods, and provide justification for your choice. If you used surveys or interviews, please describe the instrument design, sampling technique, and response rate. If quantitative data were analyzed, specify the statistical methods employed (e.g., regression analysis, hypothesis testing). If possible, conduct robustness checks or sensitivity analyses to support the validity of your results. 	
<p>Are subsections and structure of the manuscript appropriate?</p>	<p>No</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>No</p>	
<p>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</p>	<p>I recommend to authors for adding more references (need to add more 30 references to justification of the research)</p>	
<p><u>Minor</u> REVISION comments</p> <p>Is the language/English quality of the article suitable for scholarly communications?</p>	<p>Language quality needs to improve. Need to proof reading of the manuscript.</p>	
<p><u>Optional/General</u> comments</p>	<p>Limitations and Future Direction of the Study should be discussed after the conclusion part of this study.</p>	

PART 2:

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

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