Review Form 3

Journal Name:	**Asian Journal of Research in Computer Science**
Manuscript Number:	**Ms_AJRCOS_125803**
Title of the Manuscript:	**THE IMPACT OF ARTIFICIAL INTELLIGENCE ON E-COMMERCE**
Type of the Article	

<mark>**PART 1:**</mark> **Review Comments**

<u>Compulsory</u> REVISION comments	Reviewer's comment	**Author's Feedback** *(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)*
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.	The manuscript titled "The Impact of Artificial Intelligence on E-Commerce" holds significant importance for the scientific community as it explores the transformative role of artificial intelligence (AI) in reshaping online retail landscapes. By examining the integration of AI technologies, such as machine learning algorithms and natural language processing, the paper provides valuable insights into how these innovations enhance customer experiences, optimize supply chains, and drive sales growth. The analysis not only contributes to the existing body of literature on e-commerce but also offers practical implications for businesses seeking to leverage AI for competitive advantage. Overall, I appreciate this manuscript for its comprehensive approach to a timely and relevant topic.	
Is the title of the article suitable? **(If not please suggest an alternative title)**	The title "The Impact of Artificial Intelligence on E-Commerce" is indeed suitable as it encapsulates the core focus of the paper.	
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.	The abstract succinctly summarizes the paper's objectives, methodology, and key findings. However, it lacks clarity in certain areas. For instance, the phrase "supported by quantitative analysis to tests associations or trends" is vague and poorly constructed. It would benefit from a clearer description of the quantitative methods employed, as well as the specific nature of the data analyzed. The conclusion drawn regarding AI's impact on business processes and customer experience lacks a nuanced discussion of the implications of these findings, particularly in terms of their practical application for e-commerce managers.	
Are subsections and structure of the manuscript appropriate?	**YES**	
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.	The manuscript titled "The Impact of Artificial Intelligence on E-Commerce" demonstrates scientific robustness through its comprehensive qualitative and quantitative methodological approach. By conducting interviews with industry participants and supplementing this qualitative data with quantitative analysis, the study effectively triangulates findings, enhancing the validity of its conclusions. Furthermore, the use of specific metrics, such as the ratings for AI's impact on business processes and customer experience, provides a quantifiable basis for assessing the effects of AI in e-commerce. The identification of correlations, such as the high correlation between operational efficiency and customer engagement, underscores the analytical rigor of the research. Overall, the paper's focus on both managerial implications and the challenges of AI implementation reflects a well-rounded understanding of the complexities involved in integrating AI into e-commerce.	

Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form. **-**	**YES**	
Minor REVISION comments **Is the language/English quality of the article suitable for scholarly communications?**	YES	
Optional/General comments		

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?	*(If yes, Kindly please write down the ethical issues here in details)*	

Reviewer Details:

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