

# Review of: "SECURE II: Unlocking the Potential of Artificial Intelligence for Entrepreneurial Success"

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**Potential competing interests:** No potential competing interests to declare.

I would like to thank you for the opportunity to review the paper [SECURE II: Unlocking the Potential of Artificial Intelligence for Entrepreneurial Success](#)".

The paper explores the potential of artificial intelligence (AI) in assisting novice entrepreneurs to evaluate the effectiveness of ex-ante measures of business model design and their impact on ex-post measures of performance. The study introduces the SECURE II framework, which combines Symbolic AI and Neural AI to aid entrepreneurial decision-making. The goal is to enhance the cognitive capacity of decision-making, utilize an evaluation tool that incorporates automation and persuasiveness, and improve the predictive ability of business model frameworks using AI tools.

There are many positive aspects to this paper. The introduction is very engaging, and the reader understands the concept of the paper. At the same time, the language is appropriate and the choice of literature and methodology is adequate. Nevertheless, there are some issues that need to be addressed.

**Clear Structure:** While your paper explores various ideas, methods, and frameworks, its structure could be improved to make it easier for readers to follow. You might want to rearrange the sections so that they flow logically from one to another. Start by introducing the problem, then present your proposed solution and the method you used. This way, readers won't feel like you're jumping between different points without a clear link.

**Introduction Refinement:** The beginning of your paper lays the foundation for everything that follows, but it could be made shorter and more direct. Clearly explain the issue you're tackling and the missing parts in current research that your study is trying to fill. Give a quick overview of what your research aims to achieve and how it contributes to the field. This way, readers will understand early on why your paper is worth their attention and what insights it brings to the existing knowledge.

**Literature Review Focus:** Although your review of existing research touches on many aspects of AI, try to make it more specific by concentrating on studies that directly relate to how AI helps entrepreneurs make decisions and design business models. Highlight research that offers real-world proof of AI's influence in these areas. This will give your literature review a more targeted and practical approach.

**Research Questions and Objectives:** Make your research questions more concise and focused. The questions you currently have are quite detailed, and it might be helpful to present them in a simpler format. Additionally, link each

research question directly to the objectives you intend to address.

**Discussion:** Your discussion section needs a lot of improvement. Please consider to expand it and provide real-world examples, connect with current trends, consider ethical implications.

**ML algorithms:** It will be great to let us know why you use these algorithms.

The reviewer is not familiar with all the concepts and the matters that surround this research. The reviewer is familiar with the research method.

Finally, I would like to thank you again for allowing me to review this paper and I wish good luck to the authors!