

Review of: "Beyond Algorithms: A Framework for Ethical Assessment of AI Applications in Industry"

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Potential competing interests: No potential competing interests to declare.

Strengths of the paper: The paper addresses a timely topic: the ethical assessment of AI applications in industry. The paper is well-written and easy to follow throughout. The authors present a framework for the ethical evaluations based on the ethical pillars of trustworthy AI established by the European Union (EU), which provides a strong foundation.

The authors could strengthen the paper by providing empirical evidence to support the framework's effectiveness, for example, by conducting a case study or a pilot test of the framework. Also, could you include a discussion of HOW the framework can address specific ethical challenges? The paper would also be strengthened by discussing how the framework can be adapted in industries (cited in the background) other than the manufacturing industry. Can you specify which industries, besides manufacturing, the framework could be adapted to and how?

Also, it's worth discussing how the proposed training (stage 1 of framework application) biases the framework's application.

More specific feedback:

- This sentence needs to be rewritten: "We are proposing this framework to industry and practitioners as well to test and adopt."
- "One of the key challenges that has drawn a lot of attention is the lack of reflection upon ethical implications, risks, and challenges of adopting AI." → What implications, risks, and challenges? Can you provide examples of ethical challenges the framework addresses and suggest how these can be incorporated into the discussion? Perhaps link it to Exhibit 1?
- The part where the authors talk about stakeholder engagement needs more detail. How was the engagement? Did you conduct interviews and focus groups?

