

# 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.

## **Originality: Does the paper contain new and significant information adequate to justify publication?**

The study looks new and the understanding of business model for novice entrepreneurs is presented in the study. The integration of AI techniques for achieving high performance is a new area integrated. But the use of AI-ML algorithms require efficient use that is required to be studied.

## **2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?**

The literature represented does appears to be studied in a well progressive format. But the methodology used for literature review is not clearly defined in the study that will give concrete evidence to the proposed question of study.

## **3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?**

The proposition of methodology in the study appears to be missing that lacks the understanding of proper evidence of usage of different ML algorithm and their relevancy of usage in the study.

## **4. Results: Are results presented clearly and analyzed appropriately? Do the conclusions adequately tie together the other elements of the paper?**

The results presented lacks a lucid a manner. The study has highlighted the development of data on some measures but the development method was based on which method such as a simulated data or any practical is to be established in the study.

## **5. Implications for research, practice, and/or society: Does the paper identify clearly any implications for research, practice, and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice**

**(economic and commercial impact), in teaching, influence public policy, and in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting the quality of life)? Are these implications consistent with the findings and conclusions of the paper?**

The implications provided by the authors are required to be expressed in a more detailed manner. The future research directions are missing for paving the path to the budding researchers.

**6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.?**

Communication is acceptable but there is a clear requirement of lucid and linking of section at the last of the article such as "Discussions" section. There are advised to see for some spelling mistakes for any grammatical mistakes and sentence formation errors in the article.

Recommendations:

Check for a lot of typographical errors and proper formatting.

Introduction can be properly revised giving a proper flow of work and understanding of the basis on which study is developed.