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.

This article proposes a comprehensive framework for the ethical assessment of AI implementations, which addresses an essential gap in the current landscape of AI technology. This work could serve as a foundational piece for guiding ethical practices in AI across industries. The execution of the framework is illustrated as four stages.

Strengths:

1. The development of the framework is well explained.
2. The article addresses a critical and timely issue -- the ethical concerns in AI technologies, which are becoming increasingly pervasive.

To improve:

1. The article could benefit from discussing the potential limitations or challenges of the proposed framework. Addressing these obstacles would prepare organizations for realistic scenarios and foster a more comprehensive understanding of ethical AI practices.
2. Tables in the article are shown in combination with pictures, which makes the content too small to see in a webpage browse mode. It may be better to separate pictures and make tables in table format instead of part of a picture.
3. As mentioned in the discussion, a case study will be very helpful to help readers understand the circumstances of using this framework. What kind of AI models are suitable to be evaluated? We expect to see the evaluation of the state-of-the-art models.
4. Please consider a quantitative analysis and experiments of the framework proposed. Compare the evaluation results with its counterparts, such as ALTAI.

Overall, this paper is well-organized, well-written, and meets the standards for publication.