

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.

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

Comments:

In general, the paper is relatively well written and literature review is comprehensive. However, the paper lacks high-quality data and statistical analysis. In addition, many arguments are not quantitatively supported and many parts of the paper need improvement in terms of analysis and presenting the results. I would like to suggest they should add information about the practical and theoretical implications of research and its results, perhaps comparing the results with those obtained from other researches, highlighting the contribution made to the existing literature. Despite the fact that you have allotted a lot of room in your article for context analysis (this section and its subsections are fairly substantial), the authors do not include a link to the questionnaire.

Originality: Does the paper contain new and significant information adequate to justify publication?: The work aims to shed light on artificial intelligence in assisting novice entrepreneurs in evaluating the effectiveness of ex-ante measures of business model and their impact on ex-post measures of performance. I strongly suggest authors to consider the detailed points below to improve the quality of the paper.

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?: Although there are numerous recommendations in the literature on this issue, the authors focus on AI concepts, tactics, and what it can accomplish in general, exploring a new and intriguing field of research. My main interest is the paper's added value in the scientific literature and/or its practical (policy and management) consequences. I highly advise authors to consider the specific points below in order to improve the paper's quality. This section of the article is lengthy and may be difficult to understand. I feel that one or more tables/models might be of use to the reader. The study also draws attention to current businesses that use AI technology to develop business models without naming specific papers/designs, as well as the firms and the influence of AI on these firms. The work should demonstrate what AI has done in the success of existing entrepreneurs that Nascent can adopt.

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 used appropriate? : The suggested methodology is quantitative and is based on an exploratory approach and the conversion of symbolic data. The

authors supplied information on R-Squared, Reliability, and Validity, however no results were reported using these approaches in the paper. It is also unclear how the writers gathered and analysed their data. In this view, the authors' use of a quantitative technique appears to be utilized solely to fill the limited number of samples owing to the participants' selection criteria.

Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: The authors limit themselves to commenting on the score of answers obtained in the data. Therefore, this section should be expanded by adding the information that emerges, also from the interviews, with the support of some summary figures or tables.

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, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: Regarding the implication of this research some practical and theoretical implications should be added. It would like to suggest to the authors to provide further details on the literature debate the study refers to and to clarify the method and practical implication Of the results obtained.

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. Does the title of the paper adequately reflect the key concepts/ideas/topics addressed?: I recommend that you proofread your work before resubmitting it. In certain areas, for example, the text is not justified. The work is written in basic and appropriate language. However, certain typos must be fixed, particularly in references, which frequently lack parenthesis or commas.