|  |  |
| --- | --- |
| Journal Name: | **Asian Journal of Research in Computer Science** |
| Manuscript Number: | **Ms\_AJRCOS\_133435** |
| Title of the Manuscript: | **Enterprise Systems in the Era of Web and Cloud Technologies: The Impact of Machine Learning on Marketing Strategies** |
| Type of the Article |  |

PART 1: Comments

|  |  |  |
| --- | --- | --- |
|  | **Reviewer’s comment**  **Artificial Intelligence (AI) generated or assisted review comments are strictly prohibited during peer review.** | **Author’s Feedback** *(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)* |
| **Please write a few sentences regarding the importance of this manuscript for the scientific community. A minimum of 3-4 sentences may be required for this part.** | This manuscript talks on how the convergence of ML, cloud computing, and web technologies reshapes enterprise marketing strategies. It addresses timely and relevant technological transformations, enabling businesses to enhance operational efficiency, decision-making, and customer experience. By offering systematic comparative analysis and actionable recommendations, it serves as a practical reference for academicians and industry practitioners looking to navigate digital transformation effectively. |  |
| **Is the title of the article suitable?**  **(If not please suggest an alternative title)** | Current title is lengthy and not clear - another alternative could be: The Role of Machine Learning in Enhancing Marketing Strategies within Cloud-Based Enterprise Systems |  |
| **Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.** | * Research Methodology Section**:** Explicitly list or describe the exact inclusion/exclusion criteria used, such as date range, peer-review status, keywords, or specific methodologies - For instance: "Final selection: Papers were selected based on criteria including publication recency (within the last five years), methodological rigor (peer-reviewed), ..…” * Literature review section: This section presently lists individual studies but lacks a cohesive narrative or synthesis, resulting in a fragmented presentation. I would suggest group studies by thematic relevance (e.g., cloud computing security, ML-driven marketing strategies, legacy system transformations), clearly identifying trends, common findings, and contradictions among these groups. Example wording could be: "Literature on cloud-based marketing systems highlights three primary themes: enhanced customer targeting using machine learning (studies [18], [20], [23]), improved operational efficiency and reduced costs through cloud computing ([29], [31], [40]), and ongoing security challenges ….” * Comparative Analysis & Statistical Outcomes Section: comparative table (Table 1) is extensive, yet it's presented in a somewhat cumbersome format. My suggestion would be to reorganize Table 1 by clearly categorizing related studies (e.g., Security-focused, ML- focused, Cloud-infrastructure-focused), making comparisons more intuitive and improving readability. Also, include a brief analytical summary after the table rather than merely descriptive statistics. * Recommendations and conclusion Section: The section provides general recommendations without direct linkage to findings from the comparative analysis, clearly align each recommendation with specific findings from your study. Also would recommend - explicitly state any limitations of your research clearly in this section to enhance credibility |  |
| **Is the manuscript scientifically, correct? Please write here.** | Yes overall, one thing to highlight - clearer linkages between the comparative analysis findings and subsequent strategic recommendations will strengthen the logical coherence and scientific soundness of this manuscript |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.** | Yes |  |

|  |  |  |
| --- | --- | --- |
| **Is the language/English quality of the article suitable for scholarly communications?** | Yes |  |
| **Optional/General** comments | Language and formatting issues across the paper:   * Overall avoid capitalization inconsistencies across the paper * Ensure tense consistency throughout your manuscript (mostly in the literature review section). Stick consistently to past tense when referring to completed studies: Instead of "According to Bajdor (2024), cloud computing allows businesses..." use "Bajdor (2024) highlighted that cloud computing allowed businesses..." |  |

PART 2:

|  |  |  |
| --- | --- | --- |
|  | **Reviewer’s comment** | **Author’s comment** *(if agreed with the reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)* |
| **Are there ethical issues in this manuscript?** | *(If yes, Kindly please write down the ethical issues here in detail)* |  |

**Reviewer Details:**

**Jagbir Kaur, USA**