

REVIEWER'S REPORT

Manuscript No.: JNBMS-029

Title: ARTIFICIAL INTELLIGENCE ADOPTION AND ORGANIZATIONAL DECISION-MAKING: IMPLICATIONS FOR BUSINESS PERFORMANCE AND COMPETITIVE ADVANTAGE.

Recommendation:

Accept as it is

Accept after minor revision.....

Accept after major revision

Do not accept (*Reasons below*)

Rating	Excel.	Good	Fair	Poor
Originality		✓		
Techn. Quality		✓		
Clarity	✓			
Significance	✓			

Reviewer Id: JPR-573

Reviewer's Comment for Publication.

The manuscript provides a well-structured review of Artificial Intelligence adoption and its impact on organizational decision-making and business performance. The content is relevant, comprehensive, and clearly presented. Minor revision is recommended to enhance critical depth and reduce slight repetition for improved academic rigor and precision.