

REVIEWER'S REPORT

Manuscript No.: IJAR- 57515

Title: Role of Artificial Intelligence in Enhancing Customer Engagement in Digital Marketing.

Recommendation:

Accept after minor revision.

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

Reviewer Name: Dr. Bishwajit Rout

Reviewer's Comment for Publication.

(To be published with the manuscript in the journal)

The reviewer is requested to provide a brief comment (3-4 lines) highlighting the significance, strengths, or key insights of the manuscript. This comment will be Displayed in the journal publication alongside with the reviewers name.

- Significance:** The study is significant because it explores how Artificial Intelligence technologies such as chatbots, predictive analytics, and personalized marketing influence customer engagement in digital environments. As businesses increasingly rely on AI-driven strategies, understanding their impact becomes highly relevant. The research contributes to the growing discussion on digital transformation and provides useful insights for marketers, businesses, and researchers studying evolving consumer interaction patterns.
- Strength:** The manuscript's primary strength lies in its focus on an emerging and practically important topic within digital marketing. The study attempts to connect artificial intelligence applications with customer engagement using statistical techniques. It highlights relevant tools such as chatbots and personalization strategies while offering practical recommendations for businesses. The topic's contemporary relevance increases the study's potential academic and managerial value.
- Key Insight:** A key insight from the study is that Artificial Intelligence significantly enhances customer engagement through personalization, predictive analytics, and real-time interaction mechanisms such as chatbots. However, technological adoption alone is insufficient for maintaining customer loyalty. Businesses must combine AI-driven efficiency with human interaction, ethical data practices, and meaningful communication strategies to create sustainable customer relationships and improve long-term digital marketing effectiveness.

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Reviewer's Comment / Report

The paper titled “*Role of Artificial Intelligence in Enhancing Customer Engagement in Digital Marketing*” explores the role of Artificial Intelligence in enhancing customer engagement in digital marketing, focusing on tools like chatbots, predictive analytics, and personalization. Using secondary data and basic quantitative methods (descriptive statistics, chi-square, and correlation), it finds high AI adoption rates and a positive link between chatbots/personalization and engagement. While the topic is timely and relevant, the study suffers from heavy reliance on secondary sources, limited original data, and notable statistical/interpretive weaknesses. It offers practical insights for marketers but lacks methodological rigor and depth for strong academic contribution.

Suggestions for Improvement:

1. Strengthen theoretical foundation related to customer engagement and AI adoption.
2. Include recent market statistics and empirical evidence supporting increasing adoption of AI-driven digital marketing strategies globally and nationally.
3. Remove grammatical inconsistencies and repetitive wording to improve readability, coherence, and overall academic presentation quality throughout introduction.
4. Explain how this study contributes uniquely to existing literature on AI-enabled customer engagement and digital marketing transformation processes.
5. Link the problem statement directly with research objectives and analytical variables for improved conceptual clarity and consistency.
6. Organize literature review into thematic conceptual categories systematically.
7. Critically compare previous findings instead of merely listing industry reports and generalized observations regarding artificial intelligence applications.
8. Identify clear research gaps and explain how the present study addresses unresolved issues in existing digital marketing literature.
9. Provide detailed explanation of statistical techniques, assumptions, and procedures used for correlation, regression, and chi-square analysis interpretation.
10. Clarify inconsistencies regarding sampling methodology since secondary data studies generally do not employ simple random sampling approaches.
11. Include regression coefficients, significance levels, and hypothesis testing explanations to improve statistical rigor and research credibility substantially.

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The manuscript addresses a relevant and contemporary issue concerning the role of Artificial Intelligence in enhancing customer engagement within digital marketing. While the study demonstrates practical relevance, it suffers from weak theoretical grounding, limited literature support, methodological inconsistencies, and inadequate statistical interpretation. Significant revisions are necessary to improve academic rigor, analytical depth, and presentation quality. Subject to minor revisions, the paper has potential to contribute meaningfully to digital marketing and AI research literature. Addressing the identified weaknesses will make it suitable for publication in IJAR.

I recommend this paper for publication after minor revision.