Review Form2

Book Name:	**Business, Management and Economics - Research Progress**
Manuscript Number:	**Ms_BPR_1891**
Title of the Manuscript:	**Generative Artificial Intelligence: A new Tactic to perform Banking Operations**
Type of the Article	**Book Chapter**

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PART 1: **Review Comments**

Compulsory REVISION comments	**Reviewer's comment**	**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 few sentences regarding the importance this manuscript for scientific community. Why do you like (or dislike) this manuscript? Minimum 3-4 sentences may be required for this part.	This chapter explores the application of artificial intelligence (AI), including generative AI (GenAI), in banking operations. It explains the concept of AI and its various components, such as machine learning and deep learning. Subsequently, it discusses the different applications of AI in several banking domains, encompassing loan processing, marketing, credit analysis, loan underwriting, lead generation, debt collection, and pitch book production. The article concludes by emphasizing the significance of AI in the financial sector while acknowledging that AI cannot entirely replace human resources. This publication is significant for the scientific community since it comprehensively studies how AI is utilized in retail banking operations to increase productivity. Moreover, it focuses on the AI+ human expertise collaboration viewpoint on incorporating AI technology in conventional financial sectors.	
Is the title of the article suitable? (If not please suggest an alternative title)	Suggest changing the title to "**Artificial Intelligence: A New Approach to Retail Banking Operations**." Reasons: • Examples of AI tools given are not purely GenAI. It is a combination of various AI models. • Emphasizing "Retail Banking Operations" is an excellentnarrow-scope strategy. Critical banking functions, such as "Trading and investment portfolio management" and "Regulatory compliance," could be ignored.	
Is the abstract of the article comprehensive? Do you suggest addition (or deletion) of some points in this section? Please write your suggestions here.	The abstract concisely overviewsAI's importance and various applications in banking operations, including loan processing, marketing, credit research, loan underwriting, lead generation, debt collection, and pitch book production. To enhance the article's comprehensiveness, suggestincludinga summary of the specific results or contributions mentioned in these areas. This could offer more context for readers who want a more detailed understanding before reading the entire article and offer a preview of what they may expect from the deeper exploration presented. Furthermore, emphasizing that AI is not intended to supplant human expertise but rather complement it could further emphasize this essential aspect discussed in the manuscript.	
Are subsections and structure of the manuscript appropriate?	This manuscript has a well-structured approach, clear explanations, and relevance to current technological trends. It offers insights into practical implementations of AI (including GenAI) within the banking sector and acknowledges the importance of human involvement alongside advanced technologies.	
Please write few sentences regarding the scientific correctness of this manuscript. Why do think that this manuscript is scientifically robust and technically sound?Minimum 3-4 sentences may be required for this part.	GenAI models take text, image, audio, video, code, or any other acceptable input form and generate new material in any modalities mentioned above. For example, it converts text inputs into images, songs, codes, videos, etc. Machine learning and GenAI are vital tools that serve different purposes and use various techniques, but they are not the same. The author is advised to relook at the definition of GenAI, typically in the Role of Generative AI in the Banking Sector. Figure 1 illustrates the relationship among AI, ML, and DL. However, Unsupervised learning and supervised learning are not part of these categories. They are ML learning techniques. There are many others, such as semi-supervised, reinforcement learning, and transfer learning. Definition 7 shall be rephrased to "Generative ML Models: Generative AI uses semi-supervised and unsupervisedlearning to develop/create something new."	

	Please correct the Large Language Model acronym to LLM. Figure 2. Both discriminative and generative models do not solely belong to Deep Learning. Generally, **generative** models generate new data instances, whereas **discriminative** models discriminate between different data instances. For example, a generative model could generate new pictures of animals resembling real animals, while a discriminative model could identifyan apple from a range. Figure 3. Shall change "Generative AI" to "AI."	
Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form. -	Suggest to review, add or cite the following recommendedarticles: • T. Boobier, *AI and the Future of Banking*. 2020. Accessed: Jul. 19, 2024. [Online]. Available: https://books.google.com/books?hl=en&lr=&id=CArYDwAAQBAJ&oi=fnd&pg=PR15&dq=banking+and+AI&ots=yLHD66E1PA&sig=WgYAG9xq92P1Kgcklmz2_hxlzfQ • K. S. In, "Banks banking on ai," *Int. J. Adv. Res. Manag. Soc. Sci.*, vol. 9, no. 9, pp. 1–11, 2020, Accessed: Jul. 19, 2024. [Online]. Available: https://www.indianjournals.com/ijor.aspx?target=ijor:ijarmss&volume=9&issue=9&article=001&type=pdf • F. M. Rahmani and B. Zohuri, "The transformative impact of ai on financial institutions, with a focus on banking," *J. Eng. Appl. Sci. Technol.*, vol. 5, no. 6, pp. 1–6, 2023, Accessed: Jul. 19, 2024. [Online]. Available: https://www.researchgate.net/profile/Farhang-Mossavar-Rahmani/publication/376448370_The_Transformative_Impact_of_AI_on_Financial_Institutions_with_a_Focus_on_Banking/links/6578883eea5f7f020564ae16/The-Transformative-Impact-of-AI-on-Financial-Institutions-with-a-Focus-on-Banking.pdf • A. Suresh and N. J. Rani, "Role of artificial intelligence (AI) in the Indian banking scenario," J. Inf. Technol. Econ. Dev., vol. 11, no. 2, pp. 1–11, 2020, Accessed: Jul. 19, 2024. [Online]. Available: https://gsmi-ijgb.com/wp-content/uploads/JITED-V11-N2-P01-Anli-Suresh-Role-of-Artificial-Intelligence.pdf • T. Lau and B. Leimer, "The era of connectedness: How AI will help deliver the future of banking," *ingentaconnect.com*, vol. 3, no. 3, pp. 215–231, 2019, Accessed: Jul. 19, 2024. [Online]. Available: https://www.ingentaconnect.com/content/hsp/jdb001/2019/00000003/00000003/art00004 • U. Noreen, A. Shafique, Z. Ahmed, and M. Ashfaq, "Banking 4.0: Artificial intelligence (AI) in banking industry & consumer's perspective," *Sustainability*, vol. 14, no. 2, pp. 110–120, Apr. 2020, doi: 10.1080/17521440.2020.1760454. https://www.mdpi.com/2071-1050/15/4/3682 • O. Kaya, J. Schildbach, and S. Schneider, "Artificial intelligence in banking," *Dtsch. Bank Res.*, vol. June, 2019, Accessed: Jul. 19, 2024. [Online]. Available: http://dbresearch.com/PROD/RPS_EN-PROD/PROD0000000000495172/Artificial_intelligence_in_banking%3A_A_lever_for_pr.pdf • R. Dayal, "Transforming financial Inclusion through AI and Machine Learning." Accessed: Jul. 19, 2024. [Online]. Available: https://ibsintelligence.com/blogs/transforming-financial-Inclusion-through-ai-and-machine-learning/ • J. Truby, R. Brown, and A. Dahdal, "Banking on AI: mandating a proactive approach to AI regulation in the financial sector," *Law Finance. Mark. Rev.*, vol. 14, no. 2, pp. 110–120, Apr. 2020, doi: 10.1080/17521440.2020.1760454. https://www.tandfonline.com/doi/full/10.1080/17521440.2020.1760454 • "Gartner Experts Answer the Top Generative AI Questions for Your Enterprise." Accessed: Jul. 21, 2024. [Online]. Available: https://www.gartner.com/en/topics/generative-ai	

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Minor REVISION comments **Is language/English quality of the article suitable for scholarly communications?**	Although the language quality is satisfactory for scholarly communication, several aspects may be enhanced to improve clarity and ensure conformity to academic writing norms. For example, sentence structure could be refined for better coherence and flow. In addition, incorporating formal academic language and employing accurate terminology relevant to the topic of study would enhance the scholarly tone of the paper.	
Optional/Generalcomments		

PART 2:

	Reviewer's comment	Author's comment*(if agreed with 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 details)*	

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