

**Manuscript: “Analysis Of The Variables Of Intention Of The Adoption And Acceptance Of Artificial Intelligence And Big Data Tools Among Leaders Of Organizations In Morocco: Attempt Of A Theoretical Study”**

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**Reviewer 1:** Hadi Sutopo  
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**The TITLE is clear and it is adequate to the content of the article.**

\*

*(Please insert your comments)*

It is clear

**The ABSTRACT clearly presents objects, methods, and results.**

\*

*(Please insert your comments)*

The method to establish a synthetic literature review is not declared

- What is the research finding?

**There are a few grammatical errors and spelling mistakes in this article.**

*(Please insert your comments)*

The grammar is good, some articles should be checked.

**The study METHODS are explained clearly.**

\*

*(Please insert your comments)*

2. Theoretical frameworks

- needs citation

- add figure/table to describe the phases of the framework

**The body of the paper is clear and does not contain errors.**

\*

*(Please insert your comments)*

Introduction

In 1956, the advent of the artificial intelligence named by McCarthy sparked the design of systems to model the complexity of human intelligence.

- needs citation

Morocco, a developing African country, started ...

- needs citation

The aim of this paper is to define our research problem ...

- What are the advantages of this paper

- What are the disadvantages if this research is not been conducted

1.3 Artificial intelligence approach and tendencies:

- needs citation

2.1 Previous research works

- moves to Introduction

Using footnotes is not allowed, i.e:

... positive in this field<sup>1</sup>, and many others

**The CONCLUSION or summary is accurate and supported by the content.**

\*

(Please insert your comments)

- Add citation from articles of international journals for supporting the conclusion

**The list of REFERENCES is comprehensive and appropriate.**

\*

Each in-text citation has to be included in the list of references and vice versa.

(Please insert your comments)

- Use APA style for the reference. It should not use numbering

***Please rate the TITLE of this paper.***

[Poor] **1-5** [Excellent]

\*

- 1
- 2
- 3
- 4
- 5

***Please rate the ABSTRACT of this paper.***

[Poor] **1-5** [Excellent]

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- 2
- 3
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- 5

***Please rate the LANGUAGE of this paper.***

[Poor] **1-5** [Excellent]

\*

- 1

- 2
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- 4
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***Please rate the METHODS of this paper.***

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- 2
- 3
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***Please rate the BODY of this paper.***

[Poor] 1-5 [Excellent]

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- 1
- 2
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- 4
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***Please rate the CONCLUSION of this paper.***

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- 2
- 3
- 4
- 5

***Please rate the REFERENCES of this paper.***

[Poor] 1-5 [Excellent]

\*

- 1
- 2
- 3
- 4
- 5

**Overall Recommendation!!!**

\*

- Accepted, no revision needed
- Accepted, minor revision needed
- Return for major revision and resubmission
- Reject

### **Comments and Suggestions to the Author(s):**

#### Abstract

- What are the research findings

#### Introduction

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- needs citation

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... positive in this field1.

- do not use footnote (all footnotes)

Conclusion:

- Add citation from articles of international journals for supporting the conclusion

References

- Use APA style for the reference. It should not use numbering