This article developes an entropic framework to model the dynamics of a stock price using a simple model in which they only captured two pieces of information, namely the continuity of dynamics and the directionality. Using the risk-neutral measure, they derive the Black-Scholes model and the BSM differential equation. Incorporating new information or relaxing the uniformity of the drift or volatility not only lead to an extension of the dynamics of stock price, but also to a new model of pricing the derivatives.

I think that this article is potentially interesting. I hope that my comments will be of some help for authors to revise the article.

Thanks so much. The comments will definitely make the paper more consistent and readable.
1) There are many papers dealing with this issue therefore the novelty of this paper needs to be highlighted.

Thanks. In the updated version the contribution of our paper to the literature is added.
2) The literature review should be extended.

Thanks so much! We extended the literature review to include latest update on the subject.
3) The results should be discussed and compared with other studies.

Our goal was to introduce an alternative framework and see what information would lead to the known model, the Geometric Brownian Motion for stock price and the Black-Scholes model. The conclusion is updated to discuss the novelty and contribution of our paper to the literature.
4) Conclusions should be improved. Policy implications should be added.

Thanks. We updated the conclusion.