

Review of: "MCDM Methods for Digital Marketing Technologies: Assessment & Evaluation"

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Potential competing interests: No potential competing interests to declare.

The article is a literature review. As such, it does not have a clear research question or methodology. Instead, it provides an overview of the use of Multi-Criteria Decision-Making Models in the digital marketing industry and offers insights into the evaluation and selection of various digital technologies.

The article provides a review of the literature on the topic and offers practical implications for decision makers in the digital marketing industry. However, it is important to note that the findings may be limited due to the lack of empirical data or experiments.

While the article contributes to the existing literature on the topic and offers practical implications for decision makers in the digital marketing industry, it is essential to acknowledge that the findings may be limited due to the absence of empirical data or experiments. The lack of a specific research design and methodology may limit the generalizability and robustness of the conclusions drawn in the article.

Regarding the final statement that "AI is the most optimal technology for developing a firm's digital marketing model", it is not clear how this conclusion was reached. It is possible that this is based on the author's review of the literature and their own analysis of the available information. However, without a clear methodology or empirical data, it may be difficult to fully understand the basis for this conclusion.