

Review of: "Digital Persona: Reflection on the Power of Generative AI for Customer Profiling in Social Media Marketing"

Mara Grimaldi¹

¹ University of Salerno

Potential competing interests: No potential competing interests to declare.

Dear Authors,

it has been a pleasure for me to read your contribution, which deals with a very relevant topic for contemporary research, generative AI, that can have a significant impact on management and marketing.

The authors properly stress the urgency to analyse the issue by revising extant research and identifying some gaps in literature: however, the introduction of the objectives can be improved by "focusing" the attention on two key research questions, which can be addressed to fill the lacks in literature. Hence, the authors should formally state some research questions to be addressed through the analysis.

The methodology section can be further detailed: the authors can show the questions administered in the survey and can provide more explanation on data collection, analysis and interpretation and on the company selected.

Moreover, results can be further discussed since the description provided is too short. The authors declare that the analysis aims at investigating the risks of AI and the impact on ethics issues. However, it seems that the analysis explores the changes in the perception of customers after using generative AI. Hence, the objectives should be aligned with the results to not compromise the consistency of the study.

Hoping the suggestions can help improve the quality of the article

The reviewer