

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

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Potential competing interests: No potential competing interests to declare.

The name of the article suggests that it presents an Assessment & Evaluation of MCDM Methods for Digital Marketing Technologies. However, it seems to be in the first stages of writing since it barely mentions some methods that are used for this, without delving into anything related to their use. Likewise, the review is very brief and leaves out many other methods that have also been used for this purpose. The references are also very scarce. So, the manuscript is currently a draft and not a finalized research article; thus, it is not publishable for now.