

Review of: "A Birds Eye View into MCDM Applications within Digital Marketing"

Dr. Mudassir Khan¹

¹ King Khaled University

Potential competing interests: No potential competing interests to declare.

I found the subject of study quite fascinating. It is quite striking. Congratulations to the researchers. However, the study needs to be improved in terms of the following issues.

1- There is unnecessary information in the abstract; there is nothing necessary. We expect a scientific manuscript presenting the results of the study, not a report summarizing a study. I think we should see the following information in a sentence in the abstract.

1.1. What was done in this study?

1.2. Why was this study done?

1.3. What results were obtained in this study?

1.4. To what extent is the obtained result successful compared to the equivalent studies?

The abstract section should answer the questions above. Especially, the success performance in the last item should be given.

2- In the conclusion section, the summary section should not be repeated, but the results of this study and the success achieved should be summarized in just a few sentences.

3- The success achieved in the study and the reasons why this success was achieved should be explained in detail in a paragraph. Its superiority over similar studies must be demonstrated.

4- The organization and structure of the article should be revised to make the subject more understandable.

5- Current references on the subject should be added. The number of references is not small. However, in this type of study, I think there should be many more up-to-date references.

6- I think that the Result, Discussion, and Conclusion sections should exist separately for such an article.

7- Performance criteria that show the success of the work should be emphasized more clearly.