

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

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Potential competing interests: No potential competing interests to declare.

Article titles do not sound with the text. Only the title has been changed. In the previous version, the assessment & evaluation of MCDM methods for digital marketing technologies was promised, but the article did not present them. With the actual title, such articles are not needed. It is better for the reader to read the five source papers. It is necessary to add, for example, an example presenting the suitability of various methods, their advantages and disadvantages, etc. Also, the state of the art needs to be done in much more detail.