

Review of: "[Commentary] Transformative Strategies for Marketing in the AI Era"

Christopher Helm¹

¹ Technische Universität München

Potential competing interests: No potential competing interests to declare.

Dear Dr. Choudhary,

I have conducted a comprehensive review of your article, "Transformative Strategies for Marketing in the AI Era," with Qeios ID: QHWEFP. The article aims to dissect the role of Artificial Intelligence (AI) in reshaping marketing strategies, categorizing AI applications into four distinct types. While the categorization provides a structured framework, several aspects of the paper invite a more critical evaluation.

Firstly, the paper posits integrated machine learning solutions as the most valuable long-term approach without sufficiently robust empirical evidence or case studies. This claim seems overly optimistic, considering the nascent stage of such technologies in practical marketing applications. A more rigorous examination of real-world applications and their outcomes is necessary to substantiate such a bold assertion.

Moreover, the paper's treatment of the limitations and challenges of AI in marketing appears somewhat superficial. A deeper exploration of ethical issues, potential biases in AI algorithms, and the implications of these biases in marketing strategies would offer a more balanced and critical perspective. The paper could significantly benefit from a more skeptical examination of the potential negative consequences of AI deployment in marketing.

The future outlook presented in the paper, while intriguing, lacks a critical edge. It tends to lean towards a speculative and somewhat idealistic vision, overlooking the potential pitfalls and challenges that might impede the realization of these predictions. A more cautious and questioning approach to the future prospects of AI in marketing would enhance the paper's credibility.

Furthermore, the practical implementation strategies for integrating AI into marketing strategies are notably underdeveloped. The paper could provide more concrete guidelines or frameworks to assist businesses in navigating the complexities of AI adoption in a realistic and effective manner.

Finally, the paper predominantly reflects a Western-centric viewpoint. Incorporating insights from various global markets, especially emerging economies where AI adoption faces unique challenges, would enrich the paper's scope and relevance.

In summary, while your article contributes to the discourse on AI and marketing, it would benefit greatly from a more skeptical and critical approach, especially concerning the empirical support for its claims, ethical considerations, and

practical implications in a diverse global context.