

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

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Potential competing interests: No potential competing interests to declare.

This paper discusses the strategies of AI implementation for marketers based on intelligence level and compositions. The writing is clear in general as a commentary.

Perhaps one improvement the author can consider is the examples she raised for marketing AI in the first section. Taking a very general definition of AI, the examples (Google Gemini, Bard, and ChatGPT 4.0) she raised were rather specific and limited to generative AI and chatbots. Perhaps the author could better define the scope of marketing functions so that the readers might have the right expectations of what AI functions might be covered.

The discussion of the transformative strategies proposed, as implied by the title, is quite limited. Yet, although this writing is a commentary, it seems that the ending section of the abstract is going a bit too far from the main article. This is perhaps an opportunity for the author to bring in more critical discussions on how AI actually transforms marketing and the marketing workplace.

Another minor problem is that there is an unfinished sentence in the section "Integrated automation apps."

I take this chance to thank the platform for the review invitation.