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

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This topic is very interesting. I think there will be a lot of papers on that topic.

I don't agree to approve of publishing this paper in this version.

I suggest that the authors add more recent literature reviews, list some specific questions about hypotheses, build models, and collect data to complete a valuable empirical study. In this way, the findings, conclusions, and recommendations of this paper will be more convincing.