

# Review of: "MCDM Methods for Digital Marketing Technologies: Assessment & Evaluation"

Ashima Kukkar<sup>1</sup>

<sup>1</sup> Chitkara University

**Potential competing interests:** No potential competing interests to declare.

The article provides a comprehensive overview of the challenges faced by decision-makers in the digital marketing landscape and presents a well-structured argument for the adoption of Multi-Criteria Decision-Making (MCDM) models. The article effectively highlights how MCDM methods, such as AHP and COPRAS, can be employed to address the complexities associated with selecting the right digital technology. The use of real-world examples, such as the Hybrid MCDM method and fuzzy linguistic MCDM, adds practical value to the discussion.

- It may be considered quite technical and might be challenging for readers without a background in Operations Research or related fields. The use of acronyms such as AHP, COPRAS, SF-AHP, and TOPSIS might be overwhelming for those unfamiliar with these terms, requiring additional explanations or a glossary for clarity.
- The article lacks specific examples or case studies illustrating the successful application of MCDM in the digital marketing industry. Real-world scenarios would help readers better understand the practical implications and benefits of adopting MCDM models.
- Exploring potential challenges or limitations of AI in digital marketing would provide a more balanced perspective on the topic.
- Addressing the technical complexity and providing more concrete examples would enhance its accessibility and practical relevance for a wider audience.