

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

Shankha Shubhra Goswami

Potential competing interests: No potential competing interests to declare.

## REVIEW COMMENTS

1. What is the significance of this research? Explain within the context.
2. Motivation for this research is missing.
3. Review of literature is well conducted; however, research gaps are not clearly highlighted.
4. Try to develop the research questions that this article intended to answer.
5. Discuss the limitations of this research.
6. Revise the title.

NOTE: Minor revisions