

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

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Potential competing interests: No potential competing interests to declare.

The text offers an analysis of the impact of artificial intelligence in the field of marketing. The topic is particularly engaging, but the research needs considerable improvement. Below are some considerations:

- To offer a more comprehensive perspective, the article should be structured into individual sections. The article lacks the introduction, the literature review, and the methodology adopted.
- Significantly more articles relevant to the topic need to be cited to ensure a comprehensive and in-depth coverage of the available literature.
- To ensure a complete understanding of the research, some parts of the paper could be clearer, and more details and information should be provided to enrich the text.