

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

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

This paper does not present a complete analysis of the topic under discussion. It has a few references (for this type of article, at least 150 articles must be cited) and presents an overview. An introduction and a comprehensive literature review are needed. The research question, the criteria, the existing or required data, the alternatives, and, above all, the contribution of the article to the field in which it deals, must be specified in detail. The author should rewrite the paper regarding the IMRAD stages or choose a review article with a clear contribution. Improving these aspects is necessary to meet the standards of a comprehensive and publishable work. I think the contribution of this article is low and insufficient, and therefore, it will not be accepted for publication. Even the keywords used are off-topic.

I hope that you find these comments and questions helpful in improving the manuscript.