

Review of: "A Bird's Eye View into MCDM Applications within Digital Marketing"

Paweł Tadeusz Kazibudzi¹

¹ Technical University of Opole

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The document titled "A Bird's Eye View into MCDM Applications within Digital Marketing" by Kavitha Reddy Gurralla presents an exploration of the application of Multi-Criteria Decision-Making (MCDM) models in digital marketing. It starts with an acknowledgment of the challenges faced by decision-makers due to the plethora of digital technologies available and suggests MCDM as a solution for optimal decision-making through the evaluation of multiple, often conflicting criteria.

The document, while attempting to bridge MCDM applications and digital marketing, falls short in several key areas. It overly focuses on theoretical frameworks without grounding them in practical, real-world applications, leaving a gap in actionable insights for practitioners. The comparison of MCDM methods lacks depth, failing to provide clear criteria or contexts for choosing one method over another in digital marketing strategies. Additionally, the discussion on future directions is superficial, offering speculative statements on AI without a robust analysis of emerging technologies or methodologies in digital marketing. This approach limits the paper's utility and relevance for both academics and industry professionals seeking to apply MCDM in complex digital marketing decisions.

Specific Drawbacks and Recommendations for Improvement:

- **Empirical Evidence:** While the paper discusses MCDM methods theoretically, it lacks empirical case studies or practical examples of these methodologies applied within specific digital marketing contexts. Including such examples would enhance the paper's applicability and provide a clearer guide for practitioners.
- **Methodological Comparison and Selection Guidelines:** The paper could benefit from a more detailed comparison of the MCDM methods it mentions, perhaps offering guidelines on selecting the most appropriate method based on different digital marketing scenarios or objectives.
- **Future Directions:** The conclusion emphasizes AI as the optimal technology for digital marketing, a point that, while valuable, could be expanded by discussing future trends in digital marketing technologies and MCDM methodologies.