

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 is interesting. However, it requires significant rework to be at the level of a scientific article. Here are some considerations and suggestions to help the author on this journey:

1. The manuscript presents a good structure by categorizing artificial intelligence (AI)-based marketing applications into four types, facilitating understanding and content organization. However, it is suggested that the author more clearly highlight how these innovative categories can influence marketing practice and how professionals can benefit from them.
2. It would be very important to include additional references that address the specific impact of AI on marketing, such as case studies or recent research on the successful implementation of AI strategies in marketing. It is strongly recommended to conduct a bibliographic search using the scientific bases, creating a good reference list, as well as a solid theoretical foundation section.
3. The topic offers various opportunities for future research, such as the evolution of AI applications in marketing, the adaptation of marketing strategies in response to AI, and the impact of AI on customer experience. These possible directions for future research could be more prominently highlighted in the text to guide readers about the existing gaps in knowledge.
4. The study brings practical implications for society by highlighting the transformative potential of AI in marketing and its possible consequences for marketing strategies and customer experience. However, these implications could be more clearly articulated in the text to emphasize the impact of AI in the social and economic context.
5. The text's fluency and readability are satisfactory, but some sections could be more concise and direct to improve clarity and understanding.
6. The manuscript could provide more details on the specific methodology used to categorize AI applications in marketing, which would strengthen the foundation of the study.
7. Providing a more in-depth analysis of the results would be beneficial, especially in terms of practical implications for marketing professionals.
8. Some parts of the document could be more concise and direct to improve reader clarity and understanding.
9. The practical implications of AI in the social and economic context could be more clearly articulated in the text.
10. The document could present a more critical approach regarding the limitations and challenges of AI in marketing, in addition to emphasizing the importance of careful and progressive implementation.
11. It is necessary to rework the text to make it compatible with a scientific article.

