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

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Potential competing interests: No potential competing interests to declare.

REVIEW OF THE WORK:

"A Birds Eye View into MCDM Applications within Digital Marketing"

Thank you for your trust and the opportunity to review this manuscript as a reviewer. The manuscript "A Birds Eye View into MCDM Applications within Digital Marketing" is well structured, written, and has contributions for publication in the journal Qeios.

The authors observed the necessity of applying multi-criteria decision-making in many different areas with the application of a wide range of tools and methods in order to solve complex problems that abound with complicated data integrated in large data sets. As an additional problem, the need to evaluate the decision through different scenarios with the necessary critical and systematic approach before making the decision itself arises.

5 work titles published in the last 5 years were used.

The contribution of the work is expressed in the following:

- Scope of the research in order to define the problematic issue.

- Critical review of the analyzed existing indicators.

- Equal representation of different views.

- Defined a significant number of factors that were analyzed.

- The perceived shortcomings of the proposed solution are pointed out.

The paper has potential and can be accepted after the following MINOR corrections:

Dear Authors, Thank you for sharing your paper "A Birds Eye View into MCDM Applications within Digital Marketing". I think your approach showed high potential. Let me start with some general comments that would improve the quality of the work:

It is necessary to supplement the number of analyzed titles, bearing in mind the wide use of the mentioned methods. The following titles can serve as examples:

1. Radovanović, M., Petrovski, A., Behlić, A., Perišić, M., Samopjan, M., & Lakanović, B. (2023). Application model of MCDM for selection of automatic rifle. *Journal of Decision Analytics and Intelligent Computing 3*(1), 185–196. https://doi.org/10.31181/jdaic10011102023r

1. Badi, I., & Abdulshahed, A. (2021). Sustainability performance measurement for Libyan Iron and Steel Company using Rough AHP . *Journal of Decision Analytics and Intelligent Computing 1*(1), 22–34. https://doi.org/10.31181/jdaic1001202222b