

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

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Potential competing interests: No potential competing interests to declare.

Read and reviewed but found LR part is bit a concern. Research gap is not properly finalised and RM part is needed to elaborate. Although it is recommended to expand discussion part along with scope of future study and relevance of the study.

Qeios ID: JM6S7Q · https://doi.org/10.32388/JM6S7Q