Review of: "Digital Persona: Reflection on the Power of Generative AI for Customer Profiling in Social Media Marketing"

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Introduction:

The paper presents a comprehensive examination of the role and potential of generative artificial intelligence (AI) in the domain of customer profiling and social media marketing. The authors employ a mixed-methods approach, which is commendable as it provides a holistic view of the subject matter.

Strengths:

Depth of Analysis: The paper delves deep into the intricacies of generative AI, discussing both its advantages, such as enhanced marketing outcomes, and its limitations, such as algorithmic bias and ethical concerns.

Relevance: In today's digital age, where AI plays a pivotal role in various sectors, this paper is timely and addresses a significant gap in the literature.

Methodological Rigor: The mixed-methods approach, combining quantitative and qualitative data, provides a robust foundation for the conclusions drawn.

Areas for Improvement:

Broader Implications: While the paper does touch upon the ethical implications of generative AI, a more in-depth discussion on its broader societal and cultural impacts would have added value.

Case Studies: The inclusion of more diverse case studies from various industries and regions would have provided a more comprehensive view of the subject.

Technical Details: A more detailed exposition on the technical aspects of generative AI models, such as GANs and VAEs, would benefit readers with a technical background.

Conclusion:

Overall, Morandé and Amini have presented a well-researched and insightful paper on a topic of growing importance. The strengths of the paper lie in its depth of analysis and methodological rigor. However, a broader discussion on the

implications of generative AI and the inclusion of more diverse case studies would further enhance its value.