

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

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The article on Multi-Criteria Decision Making (MCDM) in digital marketing demonstrates admirable and pertinent content. However, one area for improvement would be the failure to specify the citation style utilized. The article's comprehensive length might present challenges for certain readers, recommending the inclusion of more compact sections or periodic summaries to improve accessibility. Furthermore, while the article effectively incorporates a variety of MCDM approaches, providing brief explanations of these methodologies would be advantageous for readers who are less familiar with them. By addressing these shortcomings, the article could achieve greater clarity and appeal to a broader audience.