

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

Shanto Roy¹

¹ Institute of Electrical and Electronics Engineers (IEEE)

Potential competing interests: No potential competing interests to declare.

The paper provides a thorough examination of the impact of AI on marketing, categorizing AI applications and elucidating their potential benefits. This categorization offers readers a clear understanding of the diverse uses of AI in marketing.

However, I suggest the author address the following issues:

1. While the paper outlines the potential benefits of AI in marketing, it could benefit from a more critical examination of the challenges and limitations associated with AI adoption. Addressing potential pitfalls and ethical considerations would provide a more balanced perspective.
2. There is quite limited discussion on implementations. Including case studies or examples of successful AI integration in marketing campaigns would enhance the paper's utility for practitioners.
3. The paper briefly mentions the future trajectory of AI in marketing but could expand on this aspect to provide readers with insights into emerging trends and technologies. Needs additional discussion.
4. Needs to include more references.
5. Additional figures, tables, or graphs would be more helpful.