

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

Caiming Zhang¹

1 China University of Labor Relations

Potential competing interests: No potential competing interests to declare.

I don't think this paper is up to a publishable standard. Much more work needs to be done, such as the literature review, theoretical logic, empirical cases, model building, and data analysis.

Qeios ID: I2FSNM · https://doi.org/10.32388/I2FSNM