

Review of: "Marketing automation, social networks, workspace and investments for industry 5.0"

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Potential competing interests: No potential competing interests to declare.

I am pleased to acknowledge that the authors have conducted a study on the latest Industrial Revolution. However, the connection between the study's objective and the highlighted results in the Abstract needs improvement, as it is not well articulated.

To enhance cohesiveness, it is crucial to ensure that the Abstract provides a clear overview for readers, including those who may not be familiar with concepts like '5S.' The 'outsourced knowledge in comparison with purchased investments such as RFID and IoT' is unclear.

Moreover, certain statements, such as 'Roles were interacted in scenarios to elaborate marketing strategy for such dominating situations as the market economy, the sharing economy, and war,' lack clarity. The term 'Roles' needs to be defined, and the reference to 'war' at the end is confusing. Please use straightforward language to convey your points.

Considering that the study encompasses both technologies in the Industry 4.0 era and the human-centered approach in Industry 5.0, it would be beneficial to explore 'Towards Sustainability and Resilience with Industry 4.0 and Industry 5.0.' Establish a strong connection between these concepts and emphasize it consistently throughout the study to help readers better grasp the interplay and significance of these elements.

In summary, significant revision is necessary to improve clarity and coherence in conveying the study's objectives and results. Best of luck with your research!