

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

Urška Fric

Potential competing interests: No potential competing interests to declare.

It was a pleasure to read this article, which deals with a very topical issue, but in order to achieve clarity and systematicity, the suggestions below should be taken into account.

1. The title is general and does not reflect the content of the article. It will need to be more clearly formulated, and keywords should be taken into account.
2. The abstract does not present what the added value or key contribution of the article is.
3. The last paragraph in section 1 (Introduction) presents what the aim of the article is, but it does not present where the achieved aim can be used or presented (target population, fields, etc.).
4. In Section 2 (Literature Review), there are a few references to the literature, which are presented in the final list of references and sources. Figure 1 appears to be of poorer resolution and is more suitable for a projection presentation than for an illustrative-graphical presentation in the article.
5. Chapter 3 (Methodology) lacks an operationalisation of the research question, the reason for the choice of the research method, a timeline of the research, or a chronological presentation of the research in phases/steps with an indication of the activities (especially the timing of data collection).
6. In Chapter 4, the results are presented descriptively. It would be better to present the results in a graphical form for a clearer picture. The same applies to Chapter 5.
7. Chapter 6 should also announce the plans for future work, starting from the point where this research has ended.