

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.

The title suggest a content expected to be different than others when started by criticising positivist reserchers. This was not found throughout the manuscript

The objective of the manuscript is not clear. Marketing automation is a multidimenstional definition, when the role of online communities are studies in the manuscript

No refernces are used to support the gap in knowledge.

You have writen about marketing automation. You have included the role of insitution, and human carfemanship .

Although, at the end, no data on how creftsmanship is employed in the manuscript

I am not sure why stuy 1 or 2 are needed in this manuscript. what are they trying to pursue, how valid the resuts are and how reliable are the results despite criticizing the work of positivits.

I recommend the author to change the title to be the role of online commuities or digital marketing being one of marketing automation tools on performance.

Also, the gap in knowledge should be rewritten and the reserch objectives should be made clearer and numbered.

The part of the methodology should be related to the research objectives .

all those unneeded parts in the literature should be ommitted as long as they are not used in the methodology

the results of study 1 and study 2 if the author need to maintain should be made clearer and evidence about the validity of those studies to pursure reerch objectives should be more clear.

The author should refer to more specilized up- to- date articles on defining marketing automation and online communities

Please align the title to the manuscript content and be focused.

at the end the manuscript is poorly written despite that the topic is in high demand

