

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 context of the chosen scientific topic is very relevant and very contemporary approach. Literature review is sufficient and has been used in most updated versions. The results section is very interesting to follow and the prepared statements are simple, clear and easy to understand for non-professionals as well.

Many fashion wording and trends, many recent "hot topics" are mentioned here, very wide variety of chosen and mentioned impact factors for Industry 5.0.

Detailed structured two studies are analysed and presented in a comprehensive way.

Weak parts:

The objective of article (in Introduction) does not fully correspond to the title of article.

Methodology of the scientific research is almost missing and needs to be significantly updated by validating such a chosen methodology for each stated aimed object: marketing automation, social networks, workspace, investments. It is not sufficient to use same methodology to evaluate non comparative and very different objects.

Companies analysed also need to be validated in terms of selection as appropriate examples, chosen by authors to illustrate scientific statements.

Mix of objects to be analysed are just stated in the title, without more comprehensive "joint interconnections" feature, and this makes a bit mess in article by randomly analysing without deep systemic approach.

"Discussion" section is well prepared, however more systemic approach, according to scientific objectives chosen to analyse, is a weak part here.

Recommendations for future, for update, for efficiency, for improvement are absent.

