

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

Marcio Machado¹

¹ Universidade Paulista

Potential competing interests: No potential competing interests to declare.

The abstract should clearly mention the methodological approach used in the research.

The introduction should make clear the importance of the topic, what is already known about the topic, what the main theoretical perspectives and empirical results that have already addressed the topic or question are, and how the study alters, challenges, or advances scholars' understanding (Academy of Management Journal, 2011, Vol. 54, No. 5, 873-879. <http://dx.doi.org/10.5465/amj.2011.4000>). However, in addition to these requirements, it is necessary to cite the references used in the introduction section.

The literature review should address the basic constructs presented in the title of the paper (i.e., Marketing automation, social networks, workspace, and investments for industry 5.0), as it is expected that these constructs will form part of the theoretical model of analysis (CAMPENHOUDT, Luc Van; QUIVY, Raymond. Manuel de recherche en sciences sociales. Paris, Dunod, 2011).

The method section should present the research protocol in detail.

The article does not have the characteristics needed to present the results of a scientific study.