

# 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 have examined your paper, and It deals with an important topic and presents interesting results. As an academic outlet, is to not only offer practical methods, but also, and foremostly, to present contributions to the theory. I regret to say that the paper in its current form lacks a clear conceptual contribution. It does not fully develops a theoretical section and clearly claims its contribution to the literature, for this improvement I suggest apply the procedure indicate by the following paper using strings as Industry 4.0 OR Industry 5.0 AND Marketing:

Nakano, Davi, & Muniz Jr., Jorge. (2018). Writing the literature review for empirical papers. Production, 28, e20170086. Epub March 05, 2018. <https://dx.doi.org/10.1590/0103-6513.20170086> If you wish to develop a theoretical framework and to clarify the conceptual contributions of your work, we would like to suggest you the following papers:

Whetten, D. A. (1989). What constitutes a theoretical contribution? Academy of management review, 14(4), 490-495. Whetten, D. A., Felin, T., & King, B. G. (2009). Please, I strongly suggest including a research question in the Introduction. In this sense, we suggest reading the article: Wintersberger, D., & Saunders, M. (2020). Formulating and clarifying the research topic: insights and a guide for the production management research community. Production, 30.