

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 article is engaging with a series of significant issues for contemporary societies. While all of the issues it seeks to engage with are important, in its current form, it is trying to do too much and to cover too many issues. As a result, the overall argument of the paper is not as convincing as it could be.

In further developing the paper, I suggest the authors consider the following:

- Propose one or two central research questions early on in the paper. State these clearly and indicate why they are the main questions. This will help to sharpen the focus of the paper;

- The literature review needs work to identify the central issues it is focusing on. At present, it is covering a very broad range of issues, meaning that some of the discussion is not as detailed or as developed as is needed. As part of this discussion, the authors can also clarify their central theoretical focus, and the contribution to theory that the paper is seeking to make;

- In terms of the 2 studies, it would help if the authors can explain the relationships between the 2 studies more clearly. At present, they seem to be 2 studies that could each be the focus of their own paper;

- The presentation of results and discussion needs further work to be clearer. In particular, at the beginning and end of the results sections, the authors can highlight the key findings. When moving from the results to discussion, the contribution of the paper will be heightened if they authors can further re-engage with the literature they discussed in the literature review. In this way, they can show how their results both support and extend existing knowledge;

- If the authors specify one or two central research questions at the beginning of the paper, they can then tighten the conclusion by answering their questions.

Overall, this paper is engaging with critical issues. Further work on specifying the central focus of the paper, and the central questions of the paper, will enable the authors to enhance their central argument and the main contributions of the paper.

All the best as you continue to develop the paper!

