

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 paper's main contribution is demonstrating how positivist studies stimulate followers to become part of scenarios and strategies developing markets and institutions towards sustainability, resilience, and human-centricity of industry 5.0. This paper is original and well present but still contains the following issues:

1. Industry 5.0 is not included in the keyword list.
2. No literature is provide in the introduction.
3. There is no description of the structure of the paper in the introduction.
4. Some references in the reference list are uncited in the text. For example:

Gale, E. A. M. (2004). The Hawthorne studies—a fable for our times? *QJM*, 97, 439-449.

1. In the text, some references are incorrectly cited. E.g.: McLean, Osei-Frimpong, Barhorst, 2021; Papadonikolaki, Morgan, Papachristos, 2023; Schulze-Meeßen, Hamborg, 2023; etc.
2. Table 4 is not cited in the text.
3. All grammatical and spelling errors are to be eliminated, such as:
 1. scenarios and strategies developing market and institutions
 2. or pandemics developed own methodologies;
 3. Consequent decline in infrastructure development
 4. optimism of author
 5. it did not result in revenue increase