

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

Fernando Tohme¹

¹ Universidad Nacional del Sur

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The goal of this paper is to examine whether positivist studies may induce the creation of markets and institutions that promote sustainability, resilience and human-centricity in the context of what the authors call "Industry 5.0". I would like to have found here a clear definition of what they mean by that. On the other hand, while it is worth to examine how the potential tools of dedicated (instead of open) networks may contribute to generate value for both producers and consumers, the paper does not devote much time to examine the potential results of the actions of malevolent actors in the system and the preventive actions that can be taken to morigerate their impact.