

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 reviewed the paper. It deals with the present need for marketing and increasing sales of the organization through social network promotion, marketing automation, 5s workspace design, and technology investments. It helps academicians, researchers, and practitioners to design and develop the tools for marketing business activities, creating awareness campaigns about sustainability, new start-ups, or social entrepreneurship activities.

Here are my comments:

1. The title of the paper must be **"Study of social network promotions, marketing automation, 5s workspace design, and technology investments for Industry 5.0 to attract customers and increase sale"**.
2. The title of table 1 should be "Impact of craftsmen and scientists on politics and market".
3. In table 1, author must introduce the separate columns for market, and share economy, as it may be possible that in both market, and share economy impact of craftsmen and scientists may be different from the perspective of table 4 on page no. 18. Also, the author is saying in the abstract that wars and market competition must fail so the specific impact of craftsmen and scientists may be designed in table 1 for both market, and share economy. The author is requested to look into this direction if feasible.
4. On page no. 6, it should be RFID and IoT **instead of** RFI and IoT.
5. On page no. 6, it should be this study focused on testing **instead of** this thesis focused on testing
6. On page no. 11, write the unit of tool search time.
7. On page no. 11, It is mentioned that in the first position of the table. Kindly show the table in the manuscript.
8. On page no. 11, It is mentioned that the correlations in the days of the week are marked in red in table number 7 for result interpretation. Table no. 7 is not there in the text. The author is requested to proofread the manuscript.
9. On page no. 13, It is mentioned that totals are not very different but outsourced development got 27 opposed to in-house one 34 points. It should be Totals are not very different but outsourced development got **34** opposed to in-house one **27** points.
10. The title of table 3 should be decisions about developmental technologies according to extremes and studies. Also, row 1 of "factor" must be highlighted in grey. Table extreme boundaries must be shown for better visibility.
11. In table 3, the heading Alternative institutions at extremes must be **Alternative institutions or dominating situations at extremes** in line with table 4 heading.
12. On page 14 the line The table above presents a summary of the decision-making factors and their corresponding recommendations. It should be The table above presents a summary of the decisions based on various factors.

13. On page 14 “action 1:” must be written before Outer Contacts from Social Networks.
14. On page 14 “action 2:” must be written before Customers from Marketing Automation.
15. On page 14 “action 3:” must be written before Investments in Improving Processes (RFID or IoT).
16. On page 14 “action 4:” must be written before Workspace Restructuring according to 5S.
17. Also, Outer Contacts from Social Networks, Customers from Marketing Automation, Investments in Improving Processes (RFID or IoT), Workspace Restructuring according to 5S likewise many others in the manuscript must be written in sentence case. Similarly On page 16, Complementing Effect with Workspace Restructuring according to 5S, Complementing Effect with Outer Contacts from Social Networks, etc.
18. On page 17, table 3 should be numbered as table 4.
19. Extreme boundaries must be shown in the tables for better visibility. Also, highlight the first row, and column content if required.
20. The introduction must be developed with earlier studies.