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

Maria Mercanti-Guerin

Potential competing interests: No potential competing interests to declare.

The article presents an ambitious exploration of several key issues pertinent to modern societies. However, its broad scope somewhat dilutes the impact and clarity of its central argument. The research question is not at all clear. Concepts are jumbled together without definition, without any link between them. The total lack of clarity in the thinking makes the article very difficult to understand.

To enhance the paper's focus and effectiveness, I recommend the following revisions:

Central Research Questions: Early in the paper, clearly articulate one or two primary research questions. These questions should be explicitly stated and justified, explaining their significance and centrality to the paper's theme. This approach will significantly sharpen the paper's focus.

Refined Literature Review: The current literature review spans a wide array of topics, leading to a lack of depth in certain areas. I suggest narrowing the scope of this review to concentrate on the core issues of the paper. This revision should also clarify the theoretical framework and articulate the paper's theoretical contributions more distinctly.

Clarification of Study Relationships: The two studies included in the paper, while individually significant, appear disjointed. Elucidating the connection between these studies will enhance the coherence of the paper. Consider whether each study warrants a separate paper or if they can be more effectively integrated to support a unified thesis.

Improved Presentation of Results and Discussion: The results and discussion sections require further refinement for clarity. Key findings should be prominently highlighted at the beginning and end of the results section. Transitioning into the discussion, re-engaging with the literature reviewed earlier will demonstrate how your findings both corroborate and expand upon existing knowledge.

Focused Conclusion: By establishing one or two central research questions at the outset, the conclusion can be more effectively focused. It should directly address these questions, summarizing how the paper's findings provide answers or insights.

In summary, this paper tackles crucial topics with significant potential impact. By narrowing its focus, clarifying its theoretical contributions, and enhancing the cohesion between its studies and literature review, the paper can more effectively articulate and support its central argument. I look forward to seeing the further development of this important work.

Best wishes in refining and advancing your paper!