

# 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 is interesting but not well written, please find below some comments to improve the quality of the paper.

1. The paper is very long and the structure needs some revision as it is confusing for the reader.
2. The actual scope of the paper is not very clear, the paper conducts some analysis but the most important topic which is how those results can benefit companies is not clear.
3. The reference list is very small, authors need to conduct a more thorough analysis of the literature in order to properly identify the research gap that they try to fill in.
4. Authors are mixing the notion of Society 5.0 to Industry 5.0, they have some commonalities but in general they are different ideas
5. The topic of the paper is good, it is too theoretical and needs more practical approach.