

The Strategic Imperative of Industry 5.0 for the Future of Marketing

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Dear Editor,

I would like to draw scholarly attention to the accelerating relevance of Industry 5.0 and its transformative implications for marketing strategy, consumer engagement, and organizational competitiveness. While Industry 4.0's foundations automation, digitalization, and data-driven processes have substantially shaped contemporary marketing, the transition toward Industry 5.0 represents a more human-centered evolution. This paradigm emphasizes collaborative intelligence, sustainability, personalization, and meaningful human machine interaction (Nahavandi, 2019). Despite its strategic significance, discussions on Industry 5.0 within mainstream marketing scholarship remain insufficiently developed, calling for deeper theoretical and empirical inquiry.

Industry 5.0 integrates technologies such as advanced AI, digital twins, cognitive computing, and immersive interfaces to create marketing systems that are not only intelligent but also highly responsive to human values. This paradigm restores the centrality of human input and creativity in decision-making, moving beyond the efficiency-driven logic of Industry 4.0 (Breque et al., 2021). For marketing, this shift carries profound implications. Today's consumers increasingly seek authenticity, emotional resonance, and ethical alignment with brands. Industry 5.0 enables marketers to build hyper-personalized, emotionally attuned, and socially responsible experiences, ultimately redefining how value is created and delivered.

The emerging landscape demonstrates that AI-driven marketing tools now support behavioural prediction, emotional sentiment analysis, adaptive communication, and real-time personalization. However, what distinguishes Industry 5.0 is its emphasis on human-machine synergy, wherein computational intelligence strengthens—rather than replaces—human intuition, empathy, and creativity (Longo et al., 2020). This convergence aligns with evolving expectations around ethical marketing, sustainability &

responsible digital practices. As global trends emphasize conscious consumption, Industry 5.0 empowers organizations to design marketing strategies that are technologically advanced yet profoundly human-centric.

Despite these promising developments, several critical gaps persist in marketing literature. Current theoretical frameworks insufficiently address how Industry 5.0 principles integrate into customer experience design, trust-building mechanisms, AI governance, and human-centric branding. Empirical models examining Industry 5.0's influence on consumer psychology, co-creation processes, and relationship marketing remain limited. Additionally, practitioners confront ambiguity regarding how to operationalize Industry 5.0 within CRM systems, service encounters, digital transformation strategies, and omnichannel environments. These gaps highlight the urgency for expanded academic discourse.

Given the transformative nature of Industry 5.0, I encourage the journal to stimulate scholarly engagement through special issues, conceptual papers, and empirical studies focusing on its implications for marketing. By advancing research in this domain, the marketing discipline can build robust frameworks that guide organizations through this emerging era of technological–human collaboration. As Industry 5.0 reshapes consumer expectations and organizational capabilities, marketing research must evolve to capture the complexities of this new paradigm.

Thank you for considering this contribution. I am hopeful that this letter encourages broader academic inquiry into the strategic importance of Industry 5.0 in shaping the future trajectory of marketing research and practice.

Sincerely,

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