
Contents

Preface	xi
Carolina MACHADO and J. Paulo DAVIM	
 Chapter 1. From Industry 4.0 Onward: Is There a Need for “Industry 6.0”?	1
António Brandão MONIZ	
1.1. Introduction	1
1.2. From Industry 4.0 toward Industry 5.0.	2
1.2.1. Limits of the technological developments	3
1.2.2. Discussions on the concept of i4.0	4
1.3. Arguments for “Industry 6.0”.	6
1.3.1. The Finnish white paper on i6.0	6
1.3.2. New inputs for this concept	7
1.3.3. Possible outcomes on i6.0	9
1.4. Is there a new industrial revolution?	10
1.4.1. What is an Industrial Revolution?	10
1.4.2. The debate on sociology of work	11
1.4.3. The emergence of the concept of Work 4.0: toward i5.0?	12
1.4.4. Socio-technical systems of i4.0	15
1.5. Limits for an outcome	17
1.6. References	18
 Chapter 2. Industry 6.0 Transformation: Conceptual Transition Framework, Opportunities and a Research Agenda	21
Ismail W.R. TAIFA	
2.1. Background.	21
2.2. Theoretical background	24
2.2.1. Definition of Industry 6.0	24

2.2.2. I1.0 to I6.0 inventions	24
2.2.3. Research gap with regard to I6.0 inventions	26
2.3. Methodology	26
2.4. Results and discussion.	27
2.4.1. Opportunities under Industry 6.0 implementation	27
2.4.2. Factors to support the I6.0 implementation.	28
2.4.3. Potential I6.0 benefits	34
2.4.4. Challenges that might hinder I6.0 implementation.	34
2.5. I6.0 conceptual technological transition framework	35
2.5.1. Meaning of the transition framework	35
2.5.2. Transition framework constructs	36
2.6. Discussion	38
2.7. Conclusion and recommendations	39
2.7.1. Conclusion.	39
2.7.2. Recommendations	40
2.7.3. Limitations of the study and future studies	40
2.8. References	41
Chapter 3. Impact of Industry 6.0 on Human Cognitive Behavior	47
Cosmina-Mihaela ROSCA and Adrian STANCU	
3.1. Introduction	47
3.2. Industry 5.0 versus 6.0	53
3.2.1. Main differences between Industry 5.0 and 6.0	53
3.2.2. Particular differences between Industry 5.0 and 6.0	55
3.3. Risks of intellectual degradation in the era of Industry 6.0	58
3.4. The erosion of human communication skills in the era of Industry 6.0	61
3.5. The shift of decision-making in Industry 6.0 from human to intelligent systems	62
3.6. The new concept of “Intellectual Perishability” in Industry 6.0 and the risks of AI dependency in programming.	63
3.7. The risk of job loss with the implementation of Industry 6.0	65
3.8. Concluding remarks	74
3.9. References	75
Chapter 4. Understanding the Metaverse – A Holistic Approach of a Rapprochement with the Marketing Domain	81
Qeïs KAMRAN	
4.1. Introduction	82
4.1.1. Problem statement	86

4.2. Literature review of the Metaverse (part 1)	87
4.2.1. Structural content analysis of scientific sources	88
4.2.2. Structural content analysis of non-scientific sources.	103
4.2.3. Conclusion of part 1	110
4.3. Luxury as an artifact of philosophy, phenomenology and culture in cyber-physical duality (part 2)	111
4.3.1. Luxury in the Metaverse	113
4.3.2. Culture, the Fifth Space	117
4.4. Toward an integrative model of marketing (part 3).	121
4.5. Conclusion	128
4.6. Epilogue	131
4.7. Appendix	134
4.7.1. Appendix 1: KNIME Built-in Stop List.	134
4.7.2. Appendix 2: Manual Stop List.	134
4.8. References	134
 Chapter 5. Model-Based Management – A Safari of Essential Business Models	139
Qeïs KAMRAN	
5.1. Introduction	140
5.2. Analysis of top management models.	142
5.2.1. Ansoff's product/market grid model	144
5.2.2. BCG matrix model	147
5.2.3. CORE competencies model	149
5.2.4. Greiner's growth model	151
5.2.5. Market-driven organization model	156
5.2.6. The offshoring and outsourcing model	159
5.2.7. Road mapping model	162
5.2.8. Scenario planning model	167
5.2.9. Strategic dialogue model	172
5.2.10. Strategic HRM model	178
5.2.11. Strategic human capital planning model.	183
5.2.12. The value disciplines of the Treacy and Wiersema model.	186
5.3. Conclusions	189
5.4. References	190
 Chapter 6. Approaching the Portuguese Labor Market From a Gender and Generational Perspective in the Era of Industry 4.0, Robotization and Artificial Intelligence	193
José Rebelo dos SANTOS, Lurdes PEDRO and Célia QUINTAS	
6.1. Introduction	194
6.2. Theoretical framework	195

6.2.1. Context: making sense of gendered work across generations	195
6.2.2. Work, gender and generation	196
6.2.3. Organizational attributes: gender and generation differences	197
6.2.4. Remuneration, rewards and benefits	197
6.2.5. Social responsibility: quality of life at work/flexibility/work–family balance	198
6.2.6. Career development.	199
6.2.7. Professional recognition	200
6.2.8. Training	201
6.2.9. Work relations.	201
6.2.10. Gender and generations: the role of human resource management	201
6.3. Methodology	203
6.3.1. Ethical considerations	204
6.3.2. Objectives	204
6.3.3. Data collection procedure	205
6.3.4. Sample and participants	205
6.3.5. Data processing	205
6.4. Results and discussions	206
6.4.1. Participants	206
6.4.2. Descriptive analysis by generation	208
6.4.3. Association/correlation analyses.	212
6.4.4. Association between gender and ordinal variables relating to perceptions	213
6.4.5. Spearman’s correlations between ordinal variables	213
6.4.6. Limitations and implications.	215
6.5. Conclusion	215
6.6. References	216
Chapter 7. Add More Marketing to Marketing Doctoral Programs – Answering Hunt and Yadav’s Calls	223
Qeïs KAMRAN	
7.1. Introduction	224
7.1.1. The research problem.	224
7.1.2. Research objectives.	225
7.1.3. Actuality/novelty of the research	226
7.1.4. Research questions	226
7.2. Literature review.	227
7.2.1. Limitations	234
7.2.2. Method.	234
7.2.3. Analyses	247
7.2.4. CA analysis/results	251
7.2.5. Contributing authors	275
7.2.6. Most influential papers	277

7.3. Conclusions	279
7.4. Discussion	280
7.5. References	282
Chapter 8. Industry 6.0: Why Talk About It Now?	291
Carolina MACHADO and Catarina da Silva NOGUEIRA	
8.1. Introduction	291
8.2. Historical context: from the First to the Fifth Industrial Revolution.	292
8.3. The transition from Industry 5.0 to Industry 6.0	295
8.4. Industry 6.0.	297
8.5. Fundamental differences between Industry 5.0 and Industry 6.0.	298
8.6. Industry 6.0: technological innovation, sustainability and human well-being	300
8.7. By way of conclusion	301
8.7.1. Why talk about Industry 6.0 now?.	301
8.8. References	302
List of Authors	307
Index.	309

