

Human-Centric AI in Industry 6.0: How Marketing Narratives Align with User Experience in Organizations

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Abstract: This article extends our ARCI’ 2026 conference paper by providing an expanded state-of-the-art and a replicable analytical approach to the relationship between human-centric marketing narratives and users’ experience of artificial intelligence in organizational settings. Building on the human-centric orientation of Industry 5.0 and emerging Industry 6.0 discussions, the study examines how partnership and efficiency narratives set expectations, while perceived usefulness, autonomy constraints, and transparency shape lived experience at work. Evidence is triangulated across a survey of AI tool users, semi-structured interviews and open-ended responses, and a content analysis of marketing artifacts coded for narrative frames such as assistant/partner positioning, anthropomorphic cues, creativity support, and trust and ethical claims. Results indicate that narrative emphasis on partnership and productivity is common, yet users’ perceived harmony depends on transparent governance and preserved autonomy. The article concludes that Industry 6.0 ‘harmony’ should be treated as a governance and design challenge rather than a branding claim.

Keywords: Industry 6.0, Human-centered AI, Marketing narratives, User experience, Trust, Transparency, Organizational AI.

1. Introduction

The rapid evolution of artificial intelligence, automation and digitalization has accelerated the shift between industrial paradigms – from the automation of Industry 3.0 to the cyber-physical systems and connected production environments of Industry 4.0 [1, 2]. Industry 5.0 reintroduced the human being as a central element of technological systems, emphasizing sustainability, resilience and the development of ethical and trustworthy artificial intelligence [3]. Recent discussions of Industry 6.0 extend this trajectory by framing socio-technical ecosystems in which intelligent systems co-evolve with human goals, operate under accountable governance, and support value-aligned collaboration at scale [4-6].

This transition intensifies a longstanding tension: organizations increasingly expect humans to exhibit machine-like consistency and efficiency, while artificial intelligence is frequently framed as approximating human intuition, creativity and

empathy. Against this background, this extended paper investigates how human-centric marketing narratives align with user experience in organizational contexts. It expands the state-of-the-art across human-centered artificial intelligence and marketing narrative scholarship, and it provides a replicable coding scheme for narrative frames and a transparent linkage between narratives, user experience dimensions and governance conditions.

Relationship to the ARCI’ 2026 conference paper. A shorter conference version of this study was published in the ARCI’ 2026 proceedings [12] and presented an initial conceptual framing of the human-centric gap together with pilot descriptive evidence. The present journal article constitutes a distinct and substantially expanded work. Specifically, it (i) extends and updates the state-of-the-art across human-centered AI, trust and governance, and marketing narrative scholarship; (ii) reports the full measurement instrument (item wording, scale construction and reliability) and the full statistical

reporting for H1–H3 (tests, effect sizes and model coefficients); (iii) provides a complete narrative framing codebook (NF1–NF5) with conservative coding rules and replication-oriented appendices; and (iv) expands the discussion into actionable governance and communication measures (Table 9) to reduce the gap between branding claims and organizational experience. Any overlapping prose with the proceedings paper has been rewritten and restructured so that the journal article reads as a standalone contribution rather than an expanded proceedings text.

2. Related Work

2.1. Human-Centered Artificial Intelligence, Trust and Governance

Human-centered artificial intelligence emphasizes the design and deployment of intelligent systems that support human agency, safety and accountability. Shneiderman's framework highlights human control, responsibility and reliability as core design commitments, with governance mechanisms required to keep autonomy and oversight in the loop [7]. From a policy perspective, the OECD Artificial Intelligence Principles provide a widely adopted baseline for transparency, robustness, accountability and human-centered values in artificial intelligence deployment [6].

At the organizational level, autonomy constraints are amplified in settings of algorithmic management, where monitoring and automated evaluation may reconfigure control and accountability in the workplace [8]. Trust in artificial intelligence is shaped not only by performance but also by perceived transparency, explainability and the ability to contest or correct automated decisions. A synthesis of empirical research on trust in artificial intelligence shows that trust is dynamic and context-sensitive, and that overreliance and underreliance can both emerge when users cannot calibrate system capabilities and limits to their task context [9].

Beyond compliance, governance in human-centered AI can be understood as a set of organizational capabilities: setting clear boundaries for automated decision-making, ensuring traceability of outputs, and maintaining meaningful human oversight. In practice, these capabilities determine whether users can challenge, correct, or override AI-assisted recommendations, which in turn shapes perceived agency and responsibility in socio-technical systems [6, 7].

The trust literature emphasizes that trust calibration is not a one-off attitude but an ongoing process influenced by feedback loops, transparency cues, and users' prior experiences with similar systems. When systems are presented as highly capable but provide limited explanation or error-handling guidance, miscalibration becomes likely, producing either overreliance (automation bias) or defensive avoidance [9].

These concerns are particularly salient under algorithmic management. Monitoring, performance scoring, and automated workflow coordination may increase efficiency, yet they can also shift control from workers to opaque metrics and reduce discretion, thereby reconfiguring autonomy and accountability in everyday work settings [8].

A practical implication is that 'human-centric' deployment requires measurable governance indicators. Examples include availability of explanation interfaces, documented accountability for AI-assisted decisions, and clear escalation pathways when users disagree with algorithmic outputs. Such indicators operationalize the OECD principles as organizational practices rather than abstract commitments [6].

In addition, human-centered design implies that user experience should be evaluated not only by task efficiency but also by perceived fairness, contestability, and the preservation of discretion. These dimensions are especially important in knowledge work where judgment and creativity remain central, and where generative AI systems may influence decisions through persuasive language rather than transparent reasoning [7, 9].

2.2. Marketing Narratives, Anthropomorphism and Expectation Setting

Marketing communication increasingly frames artificial intelligence products through narrative devices such as assistant or partner metaphors, and through anthropomorphic cues that invite social interpretation. In consumer research, anthropomorphism can increase perceived warmth and compatibility when cues are congruent with user schemas, while incongruence may increase skepticism or perceived manipulation [10].

In the context of generative artificial intelligence brands, recent work suggests that anthropomorphic brand positioning can strengthen identification and engagement, but may also raise ethical concerns when narratives overstate empathy or agency beyond actual system behavior [11]. For Industry 6.0, where 'harmony' is often promoted as a socio-technical promise, the key analytical question is whether narrative frames are matched by implementation conditions – especially transparency, accountability and preserved autonomy – such that users' lived experience aligns with branding claims [4-6].

From a narrative perspective, assistant and partner metaphors function as cognitive shortcuts that frame expectations about responsibility and agency. When branding implies collaboration and mutual adaptation, users may infer that systems will be responsive, transparent, and aligned with human intentions. In practice, these inferences become fragile if organizational deployment emphasizes surveillance or rigid standardization rather than support and co-creation [8-10].

Anthropomorphic cues are especially influential for generative AI, where conversational interfaces and human-like language can amplify social responses. Schema congruity theory suggests that anthropomorphism can be persuasive when cues match users' expectations and task contexts, but can backfire when cues are perceived as deceptive or manipulative [10]. Accordingly, humanized brand positioning may increase engagement while simultaneously raising the stakes for perceived ethical conduct and accountability [11].

This creates a practical question for Industry 6.0 communication: how to signal 'harmony' without overstating empathy or autonomy. A conservative interpretation is that harmony is conditional on governance, transparency, and preserved human override rights, rather than on anthropomorphic presentation alone [4-7].

Industry 6.0 narratives also intersect with 'management fashion' dynamics. As new labels diffuse, organizations may adopt human-centric language as a signal of modernity and responsibility even when implementation changes are partial. This creates the risk that human-centricity becomes a symbolic resource in communication rather than a consistently implemented design principle [5].

From this perspective, marketing narratives can be evaluated not only by their prevalence but also by their specificity. Vague promises of partnership and

harmony are less credible than concrete claims about transparency measures, data practices, user override rights, and accountability structures. Such specificity is also more consistent with the policy-oriented language of trustworthy AI [6].

Ethically, anthropomorphic branding may create asymmetric expectations: users may attribute intention, empathy, or responsibility to systems that are not designed to hold such properties. When outcomes contradict these expectations, disappointment can translate into broader distrust toward both the technology and the organization deploying it. Therefore, expectation management becomes a substantive component of responsible AI communication [9-11].

3. Theoretical Framework and Conceptual Model

Industry 4.0 established automation and networked cyber-physical systems as core drivers of industrial competitiveness [1, 2]. Industry 5.0 added an explicit human-centric and resilience-oriented agenda [3]. Industry 6.0 discourse extends this trajectory by emphasizing adaptive socio-technical ecosystems, participatory governance and value-aligned human-artificial intelligence collaboration [4-6].

Table 1. Evolution from Industry 4.0 to Industry 6.0 in terms of dominant logic, human role and governance orientation.

Dimension	Industry 4.0	Industry 5.0	Industry 6.0
Primary focus	Automation and efficiency	Human-centricity and resilience	Harmony between humans, artificial intelligence and society
Dominant logic	Technological optimization	Responsible technology	Adaptive socio-technical ecosystem
Role of humans	System operators / resources	Central stakeholders	Co-adaptive partners
Role of AI	Decision support and automation	Assistive and explainable systems	Context-aware and value-aligned intelligence
Design principle	Performance optimization	Ethical and human-centric design	Participatory and adaptive design
Governance orientation	Technical standards	Ethical guidelines	Accountable and participatory governance
Marketing narratives	Productivity and innovation	Trust and responsibility	Harmony, partnership and empathy
Risk	Dehumanization of work	Symbolic human-centricity	Human-centricity as branding rather than practice

Building on this framing, we conceptualize a 'human-centric gap' as the divergence between (i) marketing narrative frames that emphasize partnership, empowerment and ethical alignment and (ii) user experience reports that reflect simultaneous usefulness and autonomy constraints. The analytical logic links narrative frames to three user experience dimensions: perceived usefulness/efficiency, perceived autonomy constraints and perceived transparency and ethical alignment. Transparency and ethics are treated as enabling conditions that may reduce autonomy costs.

4. Methodology

The study triangulates evidence from three sources: a survey capturing user experience of artificial intelligence tools in organizational environments, semi-structured interviews and open-ended responses that contextualize trust and boundary-setting, and a content analysis of marketing artifacts used to operationalize narrative framing. The approach is designed to be replicable and to support transparent mapping between constructs, evidence and claims. Illustrative survey item wording and the

narrative framing codebook are provided in Appendices A-C.

4.1. Survey Measures

All closed-ended survey items use a 5-point Likert scale (1 = strongly disagree; 5 = strongly agree). A structured questionnaire was administered to participants with exposure to AI-enabled tools in organizational environments (N = 87). The survey operationalizes three constructs: perceived usefulness/efficiency (U), perceived autonomy constraints and algorithmic control (A), and perceived transparency and ethical alignment (T). Table 2 provides illustrative items to support construct transparency and replication.

Sample recruitment and inclusion criteria. Participants were recruited via a combined strategy, including invitations disseminated through

organizations where AI-enabled tools are used and voluntary participation of students and professionals with direct exposure to AI-supported work or study practices. Inclusion criteria required (i) active use of at least one AI-enabled tool in organizational or educational tasks and (ii) a minimum of one month of repeated exposure sufficient to form stable perceptions of usefulness, autonomy constraints and transparency/ethics. Because the sample is relatively small and cross-sectional, and organizational contexts vary, all quantitative results are interpreted as exploratory and indicative rather than as population-level estimates.

The sample is a convenience sample and should not be treated as representative of any specific sector or country-level workforce. Sectoral differences and monitoring regimes may influence perceptions; therefore, the findings are interpreted as exploratory and hypothesis-generating.

Table 2. Illustrative survey items for user experience constructs (5-point Likert scale).

Construct	Indicator focus	Example item (illustrative)
U (Usefulness)	Efficiency and task support	The AI tool helps me complete tasks faster and with fewer errors.
U (Usefulness)	Decision support	The AI tool improves the quality of my work decisions.
A (Control constraints)	Monitoring and autonomy	AI-based systems in my workplace increase monitoring of my performance.
A (Control constraints)	Constraint perception	Using AI tools reduces my freedom to choose how to complete tasks.
T (Transparency/ethics)	Explainability	I understand on what basis the AI tool produces its outputs.
T (Transparency/ethics)	Accountability	There are clear rules and responsibilities for how AI is used in my organization.

4.2. Interviews and Open-Ended Responses

Semi-structured interviews and open-ended responses were analyzed using thematic coding. Coding categories were anchored in the three user experience constructs and extended inductively for themes such as boundary-setting, role clarity, perceived fairness and trust calibration. The qualitative evidence is used to interpret mechanisms behind quantitative patterns and to qualify where narrative framing aligns with lived practice.

4.3. Content Analysis and Narrative Framing

Marketing narratives were operationalized as narrative frames coded in a corpus of 24 marketing artifacts collected within a one-month window. Each artifact was coded for the presence (1) or absence (0) of five frames: assistant or partner framing, anthropomorphism and affective cues, creativity support or empowerment, trust and ethical claims, and productivity or efficiency emphasis. Table 3 summarizes the coding scheme and frame prevalence in the corpus.

4.4. Operationalization and Analytical Strategy

To support transparency and replicability, the study links each empirical claim to a corresponding construct and evidence source. User experience outcomes are operationalized through three constructs measured on 5-point Likert-type scales: perceived usefulness/efficiency (U), perceived autonomy constraints and algorithmic control (A), and perceived transparency and ethical alignment (T). For the narrative domain, marketing materials are coded into narrative frames (NF) that capture recurring positioning strategies such as partner metaphors, productivity emphasis, and trust/ethics claims.

The analytical strategy follows a triangulation logic: (i) NF prevalence is used to describe dominant marketing narratives; (ii) survey and qualitative evidence is used to characterize how users experience usefulness, control, and transparency; and (iii) cross-source interpretation assesses whether partnership and harmony framing is matched by governance-related conditions in lived organizational practice. This approach prioritizes interpretive validity over post-hoc statistical optimization and supports comparison across future replications.

Table 3. Narrative frames (NF) and prevalence in the marketing corpus (n = 24 artifacts).

Narrative frame	Definition (summary)	Count	Percent
Assistant/partner framing	AI positioned as helper, partner or copilot	20	83.3 %
Anthropomorphism/affective cues	Human-like traits, emotions, social cues	10	41.7 %
Creativity support/empowerment	Claims of creativity or capability enhancement	13	54.2 %
Trust/transparency/ethical claims	Responsible AI, transparency, safety, ethics	15	62.5 %
Productivity/efficiency emphasis	Efficiency, performance, cost reduction	19	79.2 %

Coding procedure and quality control. Prior to coding, the narrative framing definitions (NF1–NF5) and the conservative inclusion rule were reviewed against a small calibration subset to harmonize interpretation of ambiguous marketing language. Coding decisions followed a conservative principle: frames were marked only when a cue was explicitly contextualized by surrounding claims (e.g., adjacent statements about user control rights, transparency

features, or explicit productivity metrics). Disagreements identified during internal checks were resolved through documented discussion and consensus, and the final coding file preserves the rationale for boundary cases. Given the limited corpus size and the exploratory scope, narrative frame prevalence is reported descriptively as an indicator of dominant framing patterns rather than as a basis for broader inferential claims.

Table 4. Hypotheses and evidence mapping (constructs, measures and evidence sources).

Hypothesis / focus	Key constructs	Operationalization	Evidence source	Interpretation criterion
H1: Useful yet controlling	U vs. A	U high with coexisting autonomy constraints	Survey + interviews	Ambivalence: usefulness coexists with monitoring/control cues
H2: Control undermines harmony	A, T	Higher A with lower perceived transparency and trust conditions	Survey + qualitative themes	Control becomes salient when transparency/contestability are weak
H3: Transparency as condition	T and governance	Transparency/ethics enable ‘partner’ framing to be credible	Triangulation with NF	Harmony framing aligns only under accountability and oversight conditions

4.5. Validity Considerations and Limitations

The mixed-method design supports construct and interpretive validity through triangulation, yet several limitations should be noted. First, survey measures capture perceptions at a single point in time and may reflect local organizational policies as much as system properties. Second, the marketing corpus is bounded to a one-month window and a limited set of publicly available artifacts; it represents dominant narratives but not the full diversity of organizational communication. Third, the qualitative evidence emphasizes mechanisms and conditions rather than statistical generalization. These limitations motivate future replications with broader sectoral coverage and longitudinal designs.

5. Results

5.1. Sample Characteristics

The survey included N = 87 respondents with exposure to AI-enabled tools in organizational environments. Table 5 summarizes the sample profile.

5.2. Scale Reliability and Descriptive Statistics

Internal consistency was assessed for the multi-item constructs measured on a 5-point Likert scale. Cronbach’s alpha indicated acceptable reliability for usefulness/efficiency (U; 5 items; $\alpha = 0.680$), algorithmic control constraints (A; 3 items; $\alpha = 0.600$), and transparency/ethical alignment (T; 5 items; $\alpha = 0.750$). Autonomy was operationalized as $A^* = 6 - A$, and perceived harmony as $H = (U + A^*)/2$. Table 6 reports descriptive statistics and reliability coefficients.

Note: Scale reliability for algorithmic control constraints (A) is borderline ($\alpha = 0.60$). Given the exploratory design and the short 3-item scale, this value is treated as acceptable for initial investigation; however, future work should expand the item pool and validate the construct across larger and sector-specific samples.

5.3. Narrative Framing Prevalence in Marketing Materials

Narrative framing (NF) prevalence in the marketing corpus is summarized in Table 3 (n = 24 artifacts).

5.4. Hypothesis Testing

H1 (helpful but controlling). A Wilcoxon signed-rank test comparing U with autonomy ($A^* = 6 - A$) indicates a statistically significant difference ($Z = 7.671$, $p < 0.001$), with a large effect size ($r = 0.822$). The direction supports the interpretation that AI is perceived as operationally useful while autonomy is comparatively lower.

H2 (control reduces harmony). The Spearman association between algorithmic control constraints (A) and the harmony index (H) is negative ($\rho = -0.633$, $p < 0.001$). However, because H is partially constructed from A via $A^* = 6 - A$, this association is reported as a consistency check rather than as an independent confirmation of H2. Accordingly, we interpret H2 primarily through complementary evidence (H1 and H3) and through qualitative mechanisms linking control salience to transparency/contestability conditions.

Methodological note for H2. Because the harmony index H is partially constructed from autonomy ($A^* = 6 - A$), the correlation between A and H is not fully independent and should not be interpreted as a stand-alone empirical confirmation. Therefore, we treat the A–H association as a consistency check and emphasize cleaner complementary evidence, including (i) the within-subject U vs. A^* difference test (H1) and (ii) the moderation model (H3) showing

how transparency/ethics conditions the usefulness–control relationship.

H3 (transparency moderates the usefulness–control relationship). Moderation regression with mean-centered predictors shows a significant interaction between usefulness and transparency ($U \times T$; $\beta = -0.394$, $p = 0.008$), suggesting that higher transparency/ethical alignment attenuates the association between perceived usefulness and perceived control constraints.

Table 5. Sample characteristics (N = 87).

Variable	Category	n	%
Gender	Female	65	74.7 %
	Male	22	25.3 %
Age	Under 25	23	26.4 %
	25-40	43	49.4 %
	Other ages	21	24.1 %
Sector	Education	21	24.1 %
	Services	18	20.7 %
	Technology	9	10.3 %
	Production	3	3.4 %
	Other (e.g., trade/student/other)	36	41.4 %
AI/automation use in the organization	Yes	58	66.7 %
	Partly	23	26.4 %
	No	6	6.9 %
Awareness of Industry 5.0/6.0	Yes	14	16.1 %
	No	73	83.9 %

Table 6. Construct descriptives and reliability (N = 87; 5-point Likert scales).

Construct	Items	Mean	SD	Cronbach's α
Usefulness / Efficiency (U)	5	3.593	0.581	0.680
Algorithmic control constraints (A)	3	3.632	0.629	0.600
Transparency & ethical alignment (T)	5	3.175	0.669	0.750
Autonomy ($A^* = 6 - A$)	computed	2.368	0.629	–
Harmony index (H)	computed	2.980	0.364	–

Note: Cronbach's α is reported only for multi-item scales (U, A, T).
Computed indices (A^* , H) are derived variables and do not have α .

Table 7. Spearman correlation matrix (ρ).

	U	A	T	H
U	1.000	0.243*	0.030	0.551***
A	0.243*	1.000	-0.191	-0.633***
T	0.030	-0.191	1.000	0.171
H	0.551***	-0.633***	0.171	1.000

Note: Spearman correlations (two-tailed). * $p < 0.05$;
** $p < 0.01$; *** $p < 0.001$.

Table 8. Moderation regression predicting algorithmic control constraints (A).

Predictor	β	SE	t	p
Intercept	3.631	0.061	59.089	< 0.001
U (centered)	0.251	0.108	2.329	0.022
T (centered)	-0.187	0.093	-2.020	0.047
$U \times T$	-0.394	0.145	-2.720	0.008

Note: Predictors are mean-centered. N = 87. Model fit: $R^2 = 0.198$; Adj. $R^2 = 0.169$. Unstandardized coefficients are reported.

6. Discussion

The findings support the existence of a human-centric gap: narrative frames that emphasize harmony and partnership do not, on their own, ensure user experience consistent with preserved autonomy. In Industry 6.0 discourse, harmony should therefore be treated as a governance and design outcome that depends on transparent accountability regimes and participatory control mechanisms. From a marketing perspective, anthropomorphic cues may increase initial engagement, but can undermine trust when users encounter monitoring or autonomy constraints that contradict the partner narrative [9-11].

Implications for governance and management are straightforward. Organizations that deploy AI at scale should treat transparency and contestability as core design requirements, not as optional communication add-ons. This includes clear documentation of data use, role definitions for accountability, and explicit

pathways for appeal and correction when AI outputs affect evaluations or decisions. Such measures translate trustworthy AI principles into workplace practice [6, 8].

Implications for marketing and communication follow the same logic. Anthropomorphic cues can increase initial engagement, but sustainable trust depends on the consistency between promises and experienced constraints. More credible positioning emphasizes bounded assistance, clearly stated limitations, and user control rights, thereby reducing the probability that a ‘partner’ narrative will be perceived as manipulative when monitoring or automation intensifies [10, 11].

Future work should refine and validate measurement instruments for autonomy, transparency, and perceived governance quality, and test interventions that reduce autonomy costs while sustaining usefulness. A particularly valuable direction is comparative analysis across sectors with different monitoring regimes and accountability cultures.

To translate the Industry 6.0 harmony proposition into actionable practice, Table 9 summarizes governance and communication measures that support alignment between narrative positioning and organizational experience.

Table 9. Practical measures for reducing the human-centric gap (governance and communication).

Gap driver	Risk in practice	Governance / design measure	Communication implication
Low transparency	Mistrust, miscalibration	Explainability interfaces; clear data-use statements	Avoid vague assurances; disclose limits
Limited contestability	Perceived loss of agency	Appeal/override pathways; human-in-the-loop checkpoints	State user control rights explicitly
Algorithmic monitoring	Control without accountability	Documented accountability roles; audit logs	Do not label surveillance as ‘partnership’
Anthropomorphic overclaim	Expectation backlash	Bounded capability statements; UX testing for deception risk	Use conservative metaphors; avoid ‘empathy’ claims
Productivity-only framing	Dehumanization	Balanced KPIs including autonomy and wellbeing	Include autonomy and fairness in value proposition
Unclear responsibility	Blame shifting	RACI matrix for AI outputs; escalation owners	Communicate responsibility and escalation points

7. Conclusions

This extended paper links Industry 6.0 human-centric claims to a replicable analysis of marketing narratives and organizational user experience. The contribution is twofold: (i) an expanded synthesis of human-centered artificial intelligence and marketing narrative scholarship, and (ii) a practical coding approach for assessing the alignment between branding discourse and lived practice. Future work should refine measurement instruments, broaden sectoral coverage and evaluate governance interventions that reduce autonomy costs while sustaining usefulness.

Overall, the extended contribution lies in making the ‘human-centric’ claim empirically assessable: marketing narratives are treated as observable frames, and user experience is decomposed into measurable perceptions of usefulness, autonomy constraints, and transparency. This framing enables future studies to compare sectors, track changes over time, and evaluate whether governance interventions reduce the gap between branding and practice.

A shorter conference version of this work was published in the ARCI’ 2026 proceedings [12].

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Appendix A. Illustrative Survey Item Wording (5-point Likert Scale)

Scale anchors: 1 = Strongly disagree; 5 = Strongly agree.

Usefulness / efficiency (U):

- U1. The AI tools used in my work help me complete tasks more efficiently.
- U2. AI improves the quality of my work outputs.
- U3. AI reduces routine workload.
- U4. AI supports better decision-making in my tasks.
- U5. Overall, AI increases my productivity.

Autonomy constraints / algorithmic control (A):

- A1. AI-based systems in my workplace increase monitoring of my work.
- A2. AI tools constrain my discretion in how I perform tasks.
- A3. AI-based metrics influence evaluations of my performance.

Transparency and ethical alignment (T):

- T1. It is clear to me how AI-based recommendations are generated.
- T2. I understand what data is used by AI tools in my workplace.
- T3. AI decisions in my workplace can be questioned or appealed.
- T4. AI tools are used in a way that is consistent with ethical standards.
- T5. Responsibilities for AI outcomes are clearly defined.

Appendix B. Narrative Framing Codebook (NF): Definitions and Inclusion Rules

Each marketing artifact was coded for the presence (1) or absence (0) of the following frames. Frames were coded only when the cue was supported by surrounding context (conservative rule).

NF1 Assistant/partner framing: AI positioned as a collaborator (e.g., assistant, copilot, partner, teammate).

NF2 Anthropomorphism/affective cues: Human-like traits, emotions, or 'friend' metaphors that invite social interpretation.

NF3 Creativity support/empowerment: Claims that AI enables creativity, learning, ideation, or co-creation.

NF4 Trust/transparency/ethical claims: References to responsible AI, transparency, safety, accountability, privacy, compliance, or explainability.

NF5 Productivity/efficiency emphasis: Performance, speed, cost reduction, optimization, automation, streamlining workflows.

Appendix C. Illustrative Narrative Cues Used for coding

NF1 Assistant/partner framing – typical markers: assistant; copilot; partner; collaborator; teammate; helps you; works with you; supports you; your assistant.

NF2 Anthropomorphism/affective cues – typical markers: friend; human-like; empathic; understands; feels; caring; personal; conversational; 'artificial human'.

NF3 Creativity support/empowerment – typical markers: co-create; generate ideas; inspire; enhance creativity; empower; learn with you; build together; creative collaborator.

NF4 Trust/transparency/ethical claims – typical markers: responsible; transparent; accountable; safe; privacy; secure; compliant; explainable; governed; trustworthy.

NF5 Productivity/efficiency emphasis – typical markers: faster; optimize; automate; streamline; reduce costs; increase efficiency; boost performance; accelerate workflows.

Coding note: Ambiguous phrases were coded only when supported by contextual evidence in the artifact (e.g., nearby claims about user control, transparency features, or explicit productivity metrics). This rule reduces inflation of frame prevalence in promotional texts.

Appendix D. Replication Checklist (Minimum Reporting Items)

1. Report sampling criteria and context of AI tool exposure.
2. Provide item wording and scale anchors for U, A, and T (or a representative subset, with the full list in Appendix A).
3. Define the marketing corpus and the collection window.
4. Provide the NF codebook (definitions and examples) and the coding unit (artifact-level).

5. Describe the coding procedure, disagreement resolution, and any double-coding or verification step.

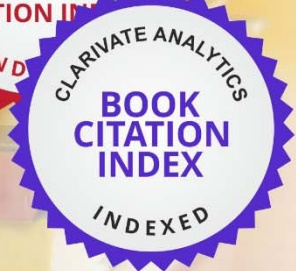
6. Report descriptive prevalence of frames and the logic linking frames to user experience themes.

7. State limitations (sample scope, artifact selection, measurement constraints) and boundary conditions for interpretation.



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