Review of: "Behavioral optimization in Scientific Publishing"

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Potential competing interests: No potential competing interests to declare.

It is a thorough analysis of the current publishing model describing the roles and responsibilities of the stakeholders. Biases in peer review are indisputable and the author uses published literature to support his claims.

The author not only bravely discusses the deficiency of the system but suggests concrete steps and actions that are necessary in order to improve the system. As mentioned, it is a complex area and many stakeholders have to agree on the implementation of the new model for a higher goals such as global dissemination of science. Even tough just an idea, this type of article could be a starting point for a fruitful discussion than will potentially result in implementing changes in the area of academic publishing.

The author neglects the role of Artificial Intelligence and its potential contribution to the contemporary concept of academic publishing. The ChatGPT and similar AI tools find their place into the system with the potential of radical changes not only of the peer review process but the academic writing itself including data analysis and literature review.

In general it is a well developed descriptive piece of work that may serve as a motivation to various players and their next conferences and forums.