

Peer Review

Review of: "Music and Economic Behavior from the Sloterdijkian Perspective on Anthropotechnics: A Literature Review"

Mark Reybrouck^{1,2}

1. KU Leuven, Leuven, Belgium; 2. Ghent University, Gent, Belgium

This is a potentially interesting article. At first reading, it starts with an interesting introduction and seems to open up perspectives. After continued reading, this positive impression fades away somewhat due to the lack of broader positioning and in-depth discussions of the matter. At the end of the article, it is also not clear what the major take-home message of the article is. I think that the article needs some major revision before it can be accepted for publication. I list below some general remarks and detailed comments.

General remarks

- The style of writing is rather mature, at least at the beginning of the article.
- The clustering of the co-citations must be explained more clearly.
- The article is very short (too short) with a lack of in-depth elaboration of some topics.
- A broader theoretical framework should be welcomed.
- More in-depth discussion of some contents is needed.
- There are some very interesting claims in the introduction and the discussion, but these must be more elaborated to provide the needed substantial content for an academic article.
- Overall, the academic standards should be raised.

Detailed comments

- Page 5: explain the mechanism of co-citation in more detail. How should figure 2 be interpreted?

- Page 6, last paragraph: very general statement about melancholic songs. Please provide more references to ground such a generalized claim.
- Page 7, par. 3: explain somewhat more in detail the concept of brand equity.
- Page 7, penultimate par.: explain more clearly what is meant by songs that enter the chart.

Page 8, 1st par.: music and identity must be elaborated on more in depth. Now it is just a cosmetic reference without substance.

Declarations

Potential competing interests: No potential competing interests to declare.