Review of: "Behavioral optimization in Scientific Publishing"

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The main goal of the article is to make the peer reviewing process better. The peer review system is based on the work of reviewers. Reviewers have limited time for reviewing. They avoid to spend too much time for poorly written manuscripts, even they possibly present interesting ideas. It is the task of the authors to write properly their manuscripts. Both reviewers and editors are professionally interested in doing a responsible job for good journals; this means that automatically the reputation of a journal is maintained by accepting good articles and rejecting the poor ones. Overall, this is main mechanism of the peer reviewing system. The implied steps could be better emphasized and analyzed.