

Review of: "Psychological Power Parity: A Novel Perspective on Perceived Economic Power"

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Potential competing interests: No potential competing interests to declare.

1. In general, the paper presents an interesting and novel proposal to quantify psychological power parity based on the perceived economic power of individuals, which by itself represents a relevant contribution to financial literature with essential implications in the field of Behavioral Finance and Behavioral Economics, among others. In its current version, it remains a preliminary proposal with many challenges and gaps that the authors recognize in the paper. Nevertheless, some improvements should be addressed in this manuscript, which are described next.
2. The introduction only presents the background of the issue and the objective of the research. The author needs to complete it with essential elements in a paper's introduction, such as the main contribution, the methodology employed, the scope and limitations, the paper's structure, etc.
3. Numerate each section and subsection. It's difficult to identify each section or subsection in the document.
4. Numerate all the mathematical expressions.
5. Include the source of all the figures.
6. Page 6, line 9. Switch the order of the sides of the equation.
7. Page 7, line 9. Switch the order of the sides of the equation.
8. Figures 3 and 4 should be moved closer to the section where they are explained. Now, they're located between two examples of another issue.
9. All the implications posed in the respective section are theoretical. Empirical evidence would be necessary to prove them.
10. Future research should be included within or after the conclusions section. Nevertheless, in this document, there is a section named "implications and future research section," but in that section, only the implications of this research appear. The future research part of this title should be removed. The name of the conclusion section should be changed to "conclusions and future research" since, in that section, the author is indeed posing some future lines of research.
11. The list of references should not be distinct from other references and should be unified. These two lists must be unified. In addition, the list must be ordered alphabetically and follow a homogeneous reference style. Finally, all the references included in the list must be cited in the text and vice versa.