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Book Name:	Contemporary Research in Business, Management and Economics
Manuscript Number:	**Ms_BPR_1127**
Title of the Manuscript:	**Introducing Psychoeconomics of Healthcare Decisions: Understanding the Why behind Our Choices**
Type of the Article	**Book chapter**

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PART 1: Review Comments

	Reviewer's comment	**Author's comment***(If agreed with the reviewer, correct the manuscript and highlight that part in the manuscript. Authors must write his/her feedback here)*
Is the manuscript important for the scientific community? Please write a few sentences explaining your answer	Yes, the scientific community will find value in the manuscript. By fusing psychological and economic perspectives, it presents a novel interdisciplinary approach to comprehend and enhance healthcare decision-making. By addressing the shortcomings of conventional economic models that presuppose perfect rationality, this method provides a more thorough comprehension of the variables influencing patient decisions. The manuscript possesses the capacity to influence policy decisions, augment patient education, and ultimately improve public health outcomes through the suggestion of pragmatic applications and interventions. The fields of psychology, economics, and healthcare can all benefit greatly from the novel viewpoint and practical solutions offered.	
Is the title of the article suitable? Do you have any alternative Title in your mind?	The subtitle "Introducing Psychoeconomics of Healthcare Decisions: Understanding the Why behind Our Choices" is appropriate since it makes it apparent that the goal of the study is to investigate the underlying causes of healthcare decisions and that the field is a new one. Here are a few different titles, though, that might work just as well: "Psychoeconomics in Healthcare: Unravelling the Complexities of Patient Decision-Making" "The Intersection of Psychology and Economics in Healthcare Decisions" "Decoding Healthcare Choices: The Role of Psychoeconomics" "Behavioural Insights into Healthcare Decision-Making: The Emergence of Psychoeconomics" "Understanding Healthcare Choices through Psychoeconomics: A New Interdisciplinary Approach" These substitutes highlight the research's innovative methodology and interdisciplinary character, hoping to draw in a sizable audience from the psychological and economic domains of healthcare.	
Is the abstract of the article comprehensive? If your answer is No, please provide suggestions	The abstract of the article is fairly comprehensive but could benefit from a few improvements for clarity and completeness. Here are some suggestions: 1. **Emphasize the Novelty and Scope**: Explicitly state the novelty of the field and its interdisciplinary nature at the beginning. 2. **Clarify the Goals and Methods**: Briefly mention the goals of the manuscript and the methods or approaches used.	

	3. **Highlight Practical Applications**: Provide examples of how the knowledge can be applied in real-world scenarios. **Revised Abstract:** "We introduce Psychoeconomics of Healthcare Decisions, a novel interdisciplinary field that combines psychological and economic insights to understand the 'why' behind our medical choices. This field explores the intricate web of psychological factors, economic considerations, and individual behaviors that influence healthcare decision-making. By examining the impact of cultural contexts and socio-economic environments, Psychoeconomics of Healthcare Decisions aims to provide a deeper understanding of patient choices. This manuscript outlines the goals and methodologies of this emerging field, highlighting its potential to revolutionize healthcare delivery through improved patient education, informed policy decisions, and enhanced preventive care utilization and treatment adherence. Practical applications, such as case studies on framing effects and shared decision-making, demonstrate how this knowledge can improve public health outcomes." This revised version aims to clearly present the goals, methods, and practical applications of the research, making the abstract more comprehensive and engaging.	

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Do you think the English quality of the article is suitable for scholarly communications? If your answer is No, please provide suggestions	Overall, the article's English quality is appropriate for scholarly communication. Nonetheless, there are a few places where polish and clarity could be improved: Sentence structure: To make a sentence more readable or to flow better, some words should be rephrased. Academic Tone: Keep the writing style consistent throughout the work by avoiding excessively informal or colloquial language. Technical Terminology: To ensure that a wide range of academic audiences can understand you, define or explain any technical terms you use. Grammar and Punctuation: Verify if there are any misspellings or inconsistent punctuation. References and Citations: Make sure the references are accurate and properly cited using the selected citation style (e.g., APA, MLA). All things considered, a few small changes centred around these areas would improve the article's English and keep it appropriate for academic writing.	
Please provide your comments regarding the appropriateness of different sections of the manuscript.	Here are my comments regarding the appropriateness of different sections of the manuscript: **Introduction:** • **Appropriateness:** The introduction effectively sets the stage by highlighting the importance of healthcare decisions and the limitations of traditional economic models. • **Comments:** It provides a clear rationale for the emergence of the Psychoeconomics of Healthcare Decisions field and effectively transitions into the subsequent sections. **Unveiling the Labyrinth of Healthcare Choices: A Psychoeconomic Approach:** • **Appropriateness:** This section is highly appropriate as it delves into the limitations of traditional economic models and introduces Behavioral Economics (BE) as a crucial component of Psychoeconomics. • **Comments:** It effectively explains key BE concepts and their relevance to healthcare decision-making, laying the foundation for the interdisciplinary approach proposed in the manuscript. **Case Study: The Framing Effect and Medication Adherence:** • **Appropriateness:** This section is appropriate as it provides a practical application of Psychoeconomics principles in healthcare decision-making. • **Comments:** The case study effectively illustrates how framing effects can influence patient behavior and highlights the potential impact of subtle changes in	

	communication on medication adherence. **The Power of Shared Decision-Making: A Psychoeconomic Approach:** • **Appropriateness:** This section is highly appropriate as it emphasizes the importance of shared decision-making in healthcare and proposes ways to enhance it using Psychoeconomic principles. • **Comments:** It effectively bridges theory with practice by providing concrete strategies for healthcare providers to improve patient involvement in decision-making processes. **Nudging Behavior for Positive Change:** • **Appropriateness:** This section is appropriate as it introduces the concept of nudges and explores its application in healthcare settings within the Psychoeconomics framework. • **Comments:** It provides practical examples of nudges and highlights their potential to promote positive health behaviors, effectively concluding the manuscript on an actionable note. **Conclusion:** • **Appropriateness:** The conclusion appropriately summarizes the key findings and implications of the manuscript. • **Comments:** It reinforces the significance of Psychoeconomics in healthcare decision-making and emphasizes its potential to revolutionize healthcare delivery, providing a strong closing statement for the manuscript. Overall, each section of the manuscript is appropriately structured and contributes to the overall argument and objectives of introducing Psychoeconomics of Healthcare Decisions.	
Do you think that the references in the manuscript are proper, recent and sufficient? If you have any suggestions, please write here.	Regarding their applicability to the subject of healthcare decision-making and the suggested interdisciplinary approach, the references in the manuscript are appropriate. They provide the manuscript more credibility by citing a variety of recent works, such as books and peer-reviewed articles. To strengthen the literature review and give a more thorough overview of the field, more references might be able to be included. To be more precise, adding current research or meta-analyses on psychoeconomics and its use in healthcare decision-making could improve the conversation. Furthermore, it would strengthen the manuscript's overall structure to make sure that the references include a variety of viewpoints and approaches.	

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PART 2:

	Reviewer's comment	**Author's comment***(if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)*
Are there ethical issues in this manuscript?	*(If yes, Kindly please write down the ethical issues here in details)*	

Reviewer Details:

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